



Employment Report

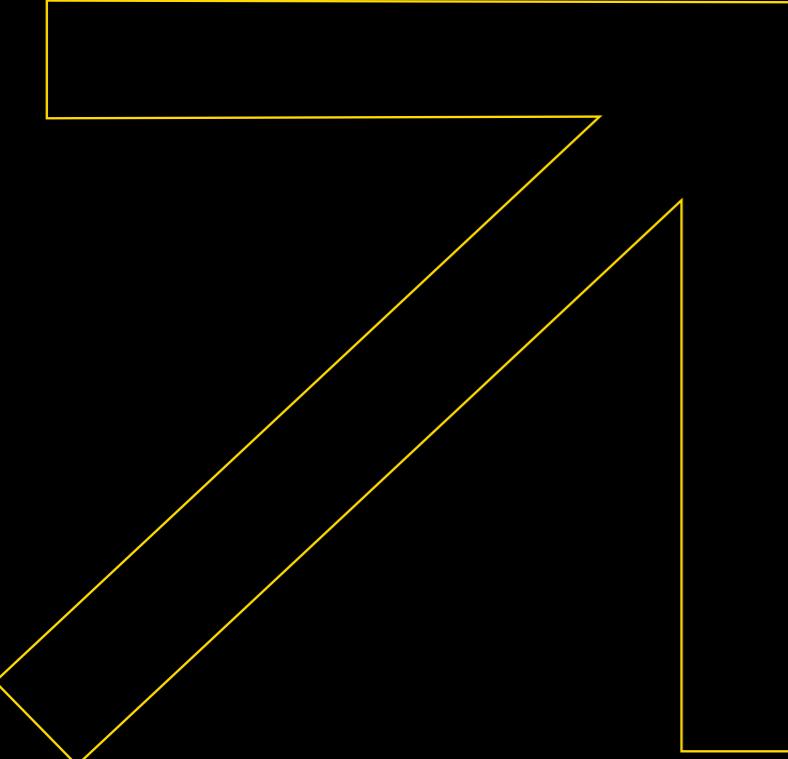




“The best way to predict the future is to create it.

Peter Drucker

Writer, lawyer, and lecturer.
He is regarded as the father
of modern management.



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01

Welcome to ER26 at OBS Business School

1.1
Welcome from
the OBS Team

1.2
About OBS
Business School



Welcome from the OBS Team

#01

Dr. Casilda Güell

CG

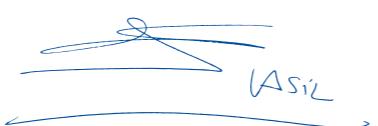
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As Dean of OBS Business School, it is an honour to present a new edition of our Employment Report. This report reflects the positive impact that our training has on the professional careers of our students and allows us, through objective data, to confirm that we continue moving in the right direction. This certainty motivates us to keep working with the utmost commitment to guarantee academic excellence and strengthen the professional competitiveness of our students.

Since our foundation 20 years ago, **more than 45,000 professionals from over 80 nationalities have placed their trust in us to boost their professional development**. In today's constantly evolving environment, where challenges change and multiply, **continuous learning has become an essential requirement**. At OBS Business School, we are firmly committed to this principle and work every day to offer an **educational model aligned with the demands of the labour market**.

Our Student On methodology, based on a personalised pedagogical approach, allows us to provide close guidance and benefit from **a faculty of practitioner professors** who bring a practical and up-to-date vision of each business sector. This commitment to quality has led us to become **the first 100% online business school in the world to obtain the prestigious QS Stars recognition**, achieving the highest distinction—five QS Stars—in the Online Learning category.

We are also aware that support and professional guidance are key to maximising the results of the academic training we offer. For this reason, our school has a Career Services area focused primarily on **providing services and activities that foster the professional development of our students** beyond their technical knowledge, enabling them to enhance their career opportunities.



Dr. Casilda Güell, PhD
Dean of OBS Business School



#02

Raquel Clavería

/RC

From OBS Business School, we are pleased to share once again our Employment Report. It shows that excellence in education has a direct impact on the professional development of our students, which delights us and drives us to keep striving to remain at the forefront of higher education.

Throughout this report, we see that thanks to their time at our School, **our students have successfully adapted to change**, achieving an employability rate higher than when they began their programmes. For us, this is a great achievement, and we are proud to share it with all of you.

From the Career Services area, we continue to support all those students who once studied at our School and who now form part of an international community of more than 45,000 members. We do this **through a dynamic range of activities and services that enable knowledge updates, closer connections with the business network, and the acquisition of the most in-demand skills sought by recruiters today**.

That is why, taking into account the needs of our Community, we incorporate new services every year, aiming to offer a **precise portfolio tailored to the requirements of our students and alumni**, whether they are wantrepreneurs or entrepreneurs, or professionals in the corporate world.

A good example of this has been the launch of our Business Incubation Programme, which lasts 10 weeks and provides guidance to validate the product or service of our wantrepreneurs.

At Career Services, we continue to work hard every day to **provide our students and alumni with everything they need to boost their professional development**, and we trust that in the coming years we will continue to see this positive impact on their careers.



Raquel Clavería
Career Services Manager

“

WE INCORPORATE NEW SERVICES EVERY YEAR, AIMING TO OFFER A PRECISE PORTFOLIO TAILORED TO THE REQUIREMENTS OF OUR STUDENTS AND ALUMNI, WHETHER THEY ARE WANTREPRENEURS OR ENTREPRENEURS, OR PROFESSIONALS IN THE CORPORATE WORLD.

Raquel Clavería

Career Services Manager



About OBS Business School

The world's first born online business school in Spanish

Founded online in 2006, we have trained over **45,000 leaders** of change through our MBA and Master's programs.

OBS Business School is the first fully online business school to be awarded five QS Stars for Online Learning and is featured in prominent international rankings such as Forbes, QS, El Mundo, Financial Times, and CEO Magazine, among many others.

Our pedagogical model aims to connect the business landscape with students through our highly specialized schools: the **School of Business Administration & Leadership** and the **School of Innovation & Technology Management**. Additionally, the **School of Design** collaborates with a leading partner in the design sector: **ESDESIGN**, the **Higher School of Design in Barcelona**.

School of Business Administration & Leadership



Improve your management skills and lead the Business paradigm shift.

At the School of Business Administration & Leadership we enhance the professional development of managers, providing them with new management skills that will be key to guide their companies in an efficient, sustainable and ethical way.

School of Innovation & Technology Management



Drive the transformation of your company and lead the tech revolution.

This is the idea behind the School of Innovation and Technology Management, which not only offers its students the knowledge required by today's market, but also goes a step further to train professionals capable of meeting the needs of the future.

ESDESIGN
ESCUOLA SUPERIOR
DE DISEÑO
DE BARCELONA

School of Design



Become a leader in design and revolutionize the creative world.

OBS Business School has established a strategic partnership with ESDESIGN, the Higher School of Design in Barcelona, to enhance the employability of designers by equipping them with practical and creative skills to tackle the challenges of the job market.

Recognitions

FIVE QS STARS

1st Business School 100% online in the world recognized by the prestigious QS Stars rating.



Online Learning

TOP 10 RANKING FORBES

One of the best Business Schools according to the Forbes International Ranking.

Forbes

MBA ONLINE QS RANKING

OBS has been included in the QS Online MBA Ranking.



TOP 20 RANKING EL MUNDO

One of the 10 Best Training Centres to study an online MBA in Spain.

EL MUNDO

POSITIVE IMPACT RATING

OBS is featured in the Positive Impact Rating for Business Schools.

POSITIVE IMPACT RATING FOR BUSINESS SCHOOLS

TOP 3 RANKING FSO

The Executive MBA is ranked in the TOP 3 in the FSO Ranking



TOP 5 GLOBAL ONLINE MBA RANKING

Both the Executive MBA and Global MBA are in the TOP 5 worldwide.



#5

GLOBAL ONLINE

MBA RANKINGS

2022

TOP 2 RANKING INNOVATEC

OBS is ranked second in the Innovatec Educational Ranking.



BEST MASTERS RANKING EDUNIVERSAL

The School has 14 of its programmes in the TOP 10 of this international Ranking.



EOCCS
CERTIFIED
EFMD
GLOBAL
NETWORK

EOCCS FROM EFMD

International recertification of academic quality from the European Foundation of Management Development.

02

Coaching and Wellbeing: the fusion that transforms businesses and people



Article



Fran Murcia

Wellbeing Director at **Howden Iberia**
 Former professional basketball player in the
ACB League and the Spanish National Team

Coaching and wellbeing

**THE FUSION THAT TRANSFORMS
 BUSINESSES AND PEOPLE**

I can proudly say that I was a student at OBS Business School, specifically in the Master's in Executive Coaching and Leadership. And I say proudly because it is not only one of the most prestigious online business schools in the world, also recognised by Forbes, but because this programme provided me with the tools and skills that define my professional life today.

Thanks to OBS, I discovered that being a good communicator or accumulating life experiences is not enough: **to transform lives and organisations, you need a methodology**, and that methodology was given to me by coaching. Today, as a professional dedicated to designing and implementing corporate wellbeing strategies, I can say that **what I learned in that master's programme is the foundation of everything I do**.

The parallel between coaching and wellbeing, or, as I like to call it, wellbeing beyond happiness.

The essence of coaching is accompaniment. A coach does not dictate what to do, does not impose, does not offer closed formulas. They accompany, listen, ask powerful questions, and provide tools so that the person can find their own path.

Real change happens when the coachee decides to act for themselves.

In the field of wellbeing, the same applies. Employees do not change because someone tells them they "need to eat better" or "should exercise more." **They change when they internalise the need, understand the benefit, and have the resources to sustain that change**. The role of those of us who design wellbeing programmes is to provide that support, raise awareness, and facilitate knowledge that drives transformation.

That is why I like to talk about Health Coaching: a bridge between coaching methodologies and health and wellbeing strategies.

What is a wellbeing strategy (from my experience)

When we talk about implementing a wellbeing strategy in a company, it's not about handing out generic advice or organising isolated activities. It's about building a system that combines measurement, knowledge, training, and support.

01 Individualised measurement



The first step towards any change is **self-awareness**. In our projects, we measure body composition, stress levels, sleep quality, and metabolic health. This initial snapshot allows each person to become aware of their reality and begin a process of improvement.

02 Knowledge and training



Physical activity

What it means to train regularly, and why strength and muscle mass are key to health and longevity.



Mental wellbeing

Strategies to nurture resilience, manage stress, and understand that social relationships are part of health.



03 Continuous support



Training is the second lever, but not as a "standard course" that everyone forgets after three days. We're talking about **personalised plans** that provide practical information on:



Sleep

The cornerstone of wellbeing. Night-time rest is the laboratory where the body processes everything done during the day. Without good sleep, there is no true health.



Nutrition

Not just distinguishing healthy from unhealthy, but understanding how the microbiota works, where good nutrition begins (yes, at the supermarket), and how food also influences the mind.

Just like in coaching, the key is not a one-off talk, but **ongoing follow-up**. Repetition, community, and trust are the elements that make new habits last over time.

The role of a certified Coach in corporate wellbeing

Having training in coaching makes a real difference when implementing these programmes. Why? Because a coach's perspective brings more than technical knowledge: it brings skills to foster commitment, truly listen, identify resistance, and motivate without imposing.

When we design a wellbeing plan for a company, we don't just think about absenteeism or accident indicators; **we think about how each person can discover their own driver for change**. And that's where coaching tools become the glue that binds theory and practice.

OBS Business School taught me that leadership is not about telling others what to do, but about inspiring trust so they want to do it. I apply that same philosophy to wellbeing: it's not about forcing healthy habits, but about making them so attractive, accessible, and understandable that everyone wants to integrate them into their lives.



I would like to conclude by highlighting why my work matters to society...

Being a certified coach allows me to view wellbeing from a more human and profound perspective. The Master's in Executive Coaching and Leadership at OBS Business School gave me more than knowledge; it gave me a framework, a way to understand personal and organisational transformation.

Today, every time I enter a company and talk about healthy habits, I don't speak from empty advice or imposition. I speak from conscious accompaniment, with the conviction that change only lasts when it comes from within.

That's why **my gratitude to OBS is twofold: for the education I received and for the impact that education continues to have in every organisation I work with**. Because, in the end, implementing wellbeing strategies is nothing more than helping people live better. And **when people live better, companies thrive too**.

Impact on companies

The outcome of a well-designed wellbeing strategy goes beyond individual health. Companies that invest in these programmes achieve:

- **Greater motivation** and engagement among their teams.
- **Attraction and retention of talent**, especially in a labour market where quality of life matters as much as salary.
- **Reduced costs** associated with absenteeism and accidents.
- **Improved corporate culture**, creating an environment where trust, collaboration, and positivity thrive.

Wellbeing is no longer an "extra"; it is a strategic investment that directly impacts business sustainability.



**WHEN
PEOPLE
LIVE BETTER,
COMPANIES
THRIVE TOO.**

03

Employability and Impact

3.1

MBA

3.4

Graduation
Patron 2025

3.2

Master's Degrees

3.5

Executive
Meetings

3.3

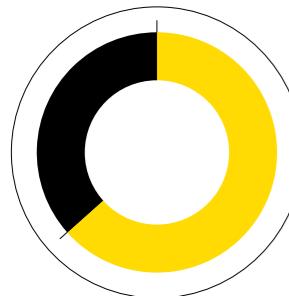
OBS Talent
Awards 2025



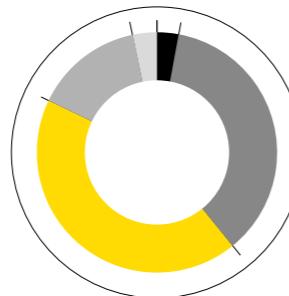
MBA

MBA class profile

Gender



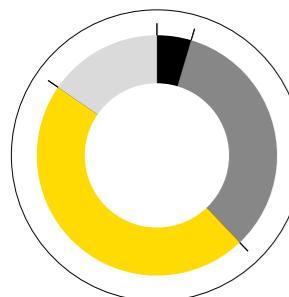
Age



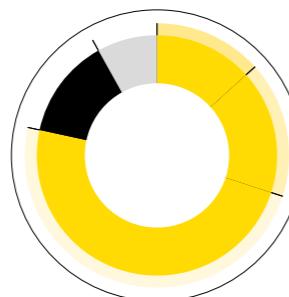
Region of origin



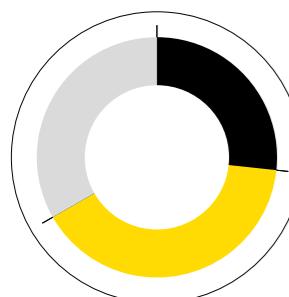
Professional experience



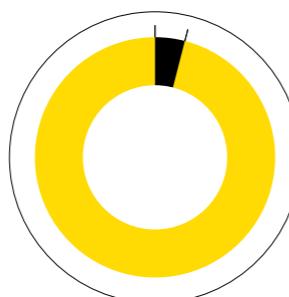
Professional categories



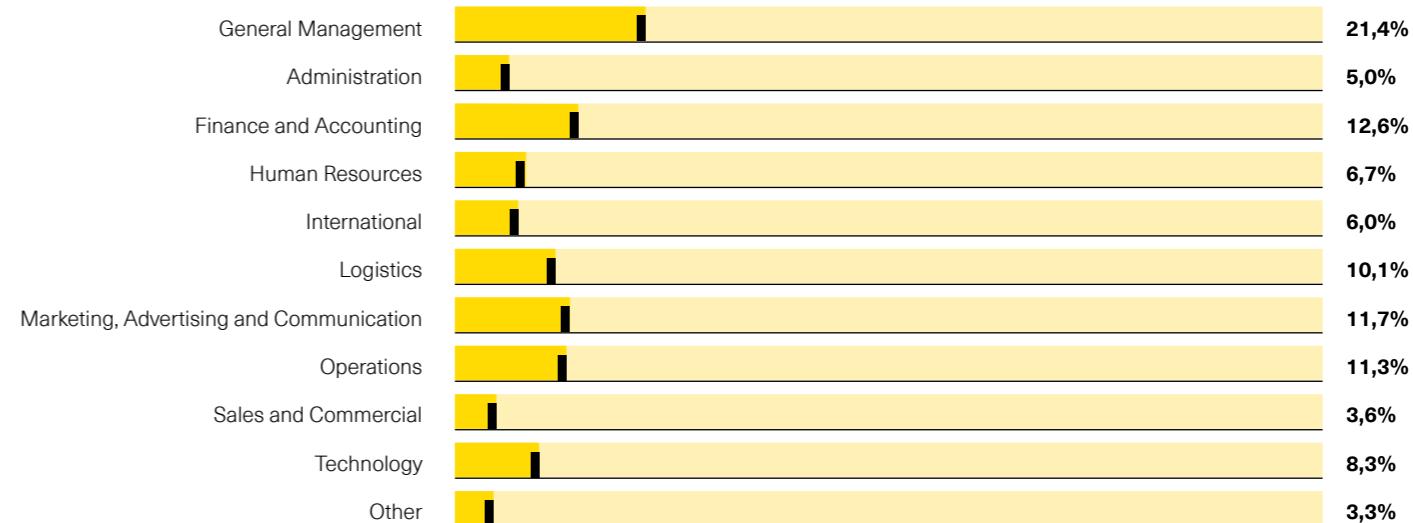
Company size



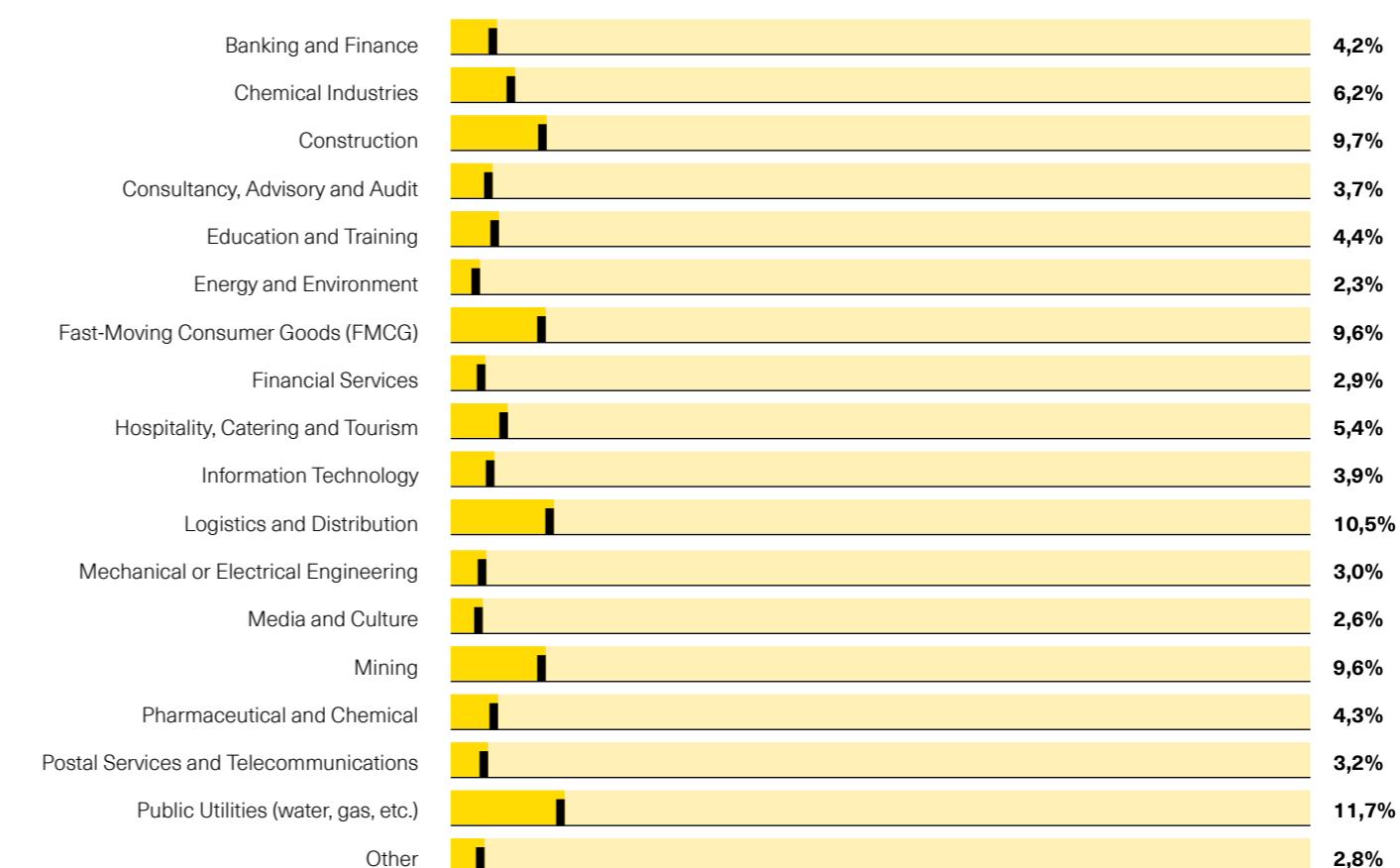
Ownership sector



Work department

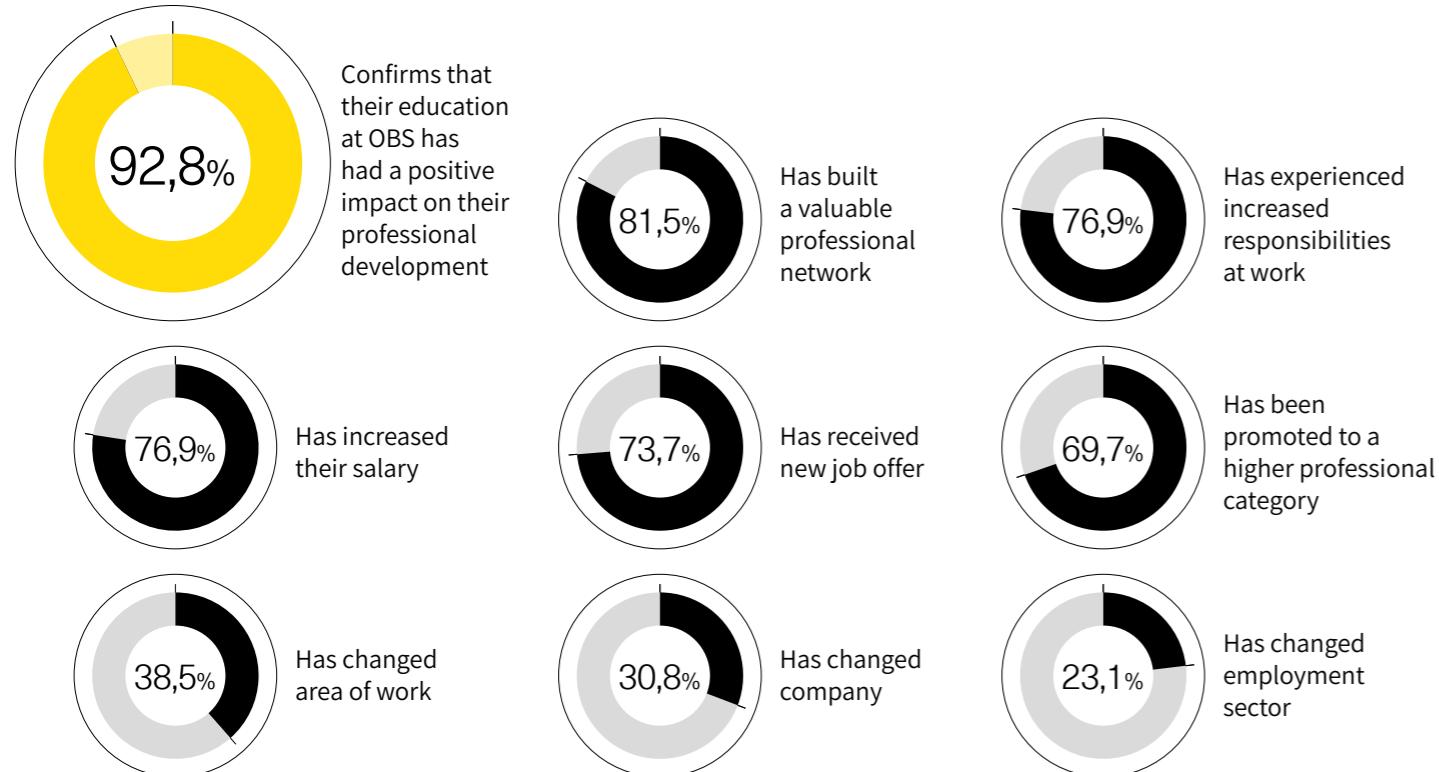


Company sector



76,9% HAVE SEEN AN INCREASE IN THEIR SALARY AFTER COMPLETING THEIR STUDIES AT OBS

Data

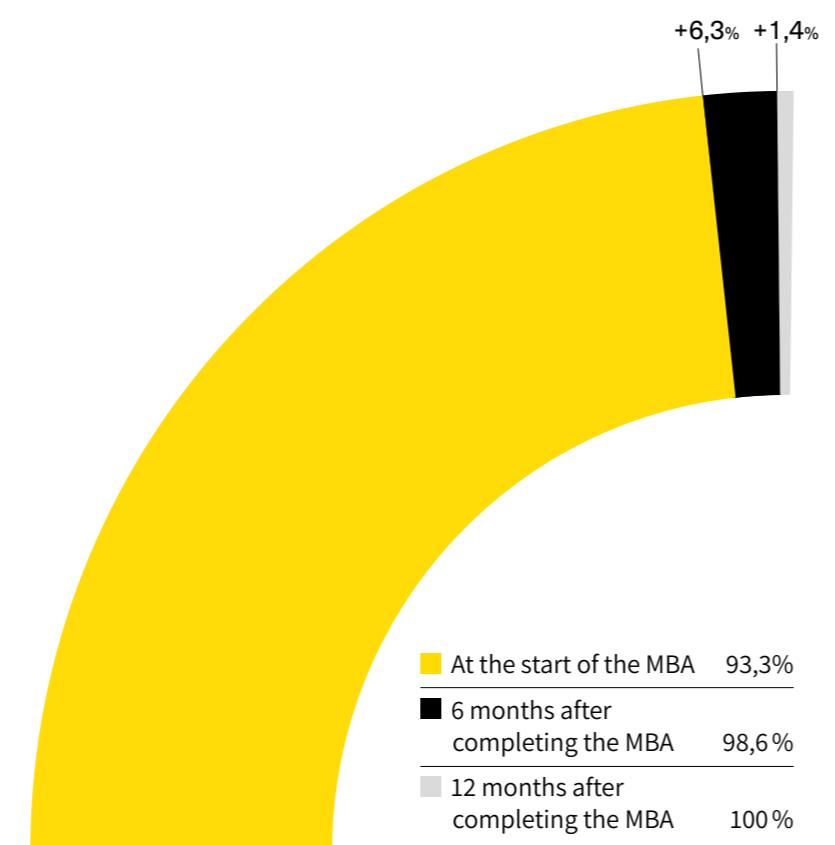


Employability



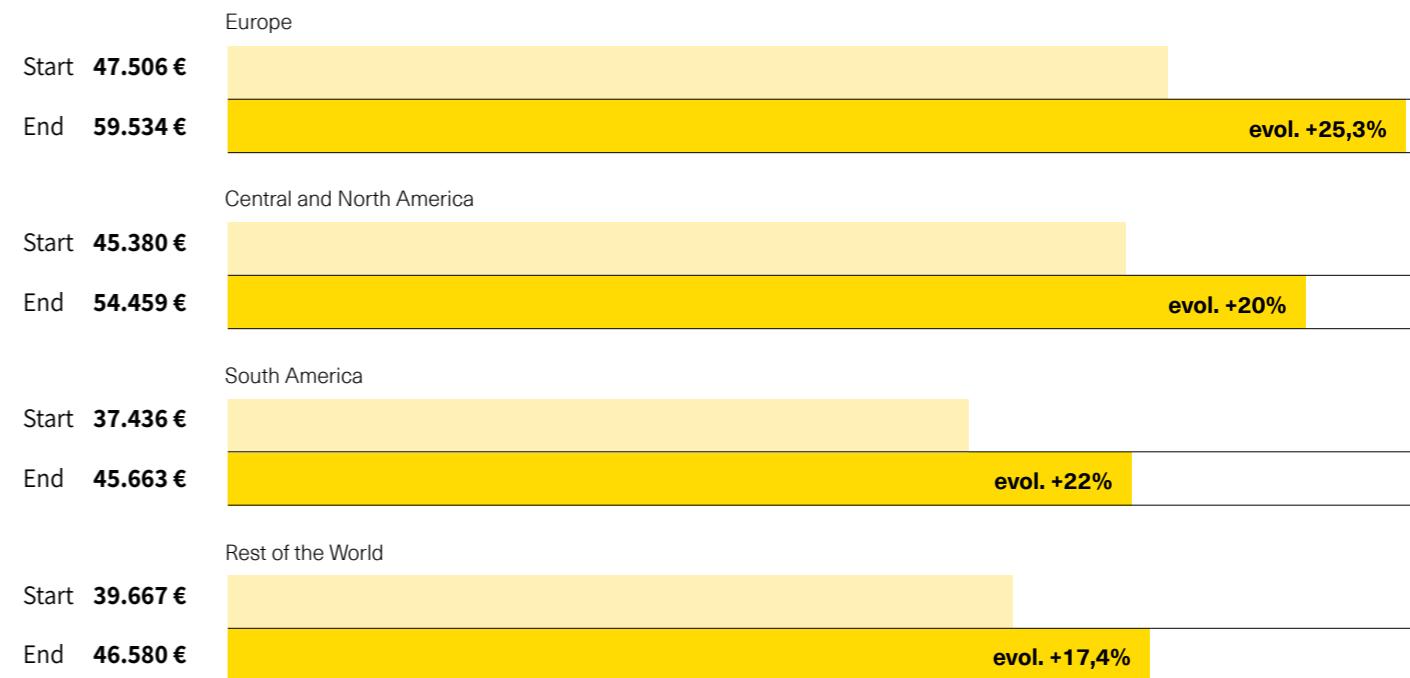
EMPLOYABILITY RATE OF OUR GRADUATES ONE YEAR AFTER COMPLETING THE MBA:

100%

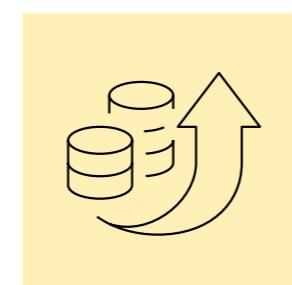


Impact of the MBA

Average salaries



Average development



AVERAGE SALARY GROWTH AFTER COMPLETING AN MBA AT OBS:

+21,2%

Europe

+12k

Central and North America

+9k

South America

+8k

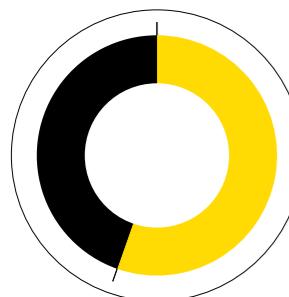
Rest of the World

+6k

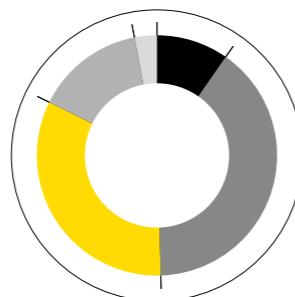
Master's

Master's class profile

Gender



Age

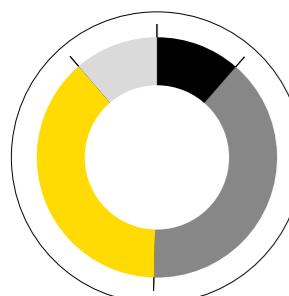


36 AVERAGE AGE

Region of origin

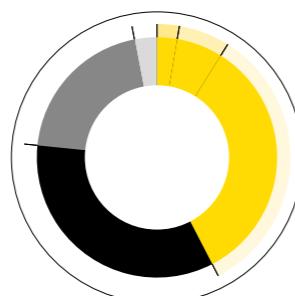


Professional experience



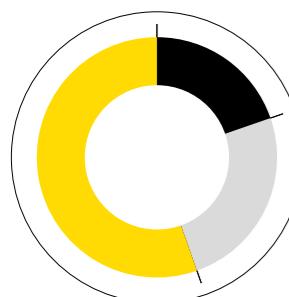
13 YEARS PROFESSIONAL EXPERIENCE IN MBA

Professional categories

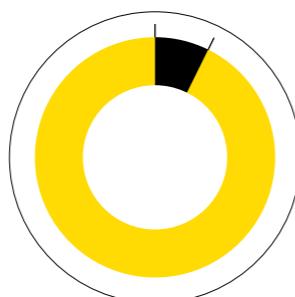


Category	Percentage
Presidents / Vice Presidents	2,7%
Chief Executives	6,2%
Directors	33,5%

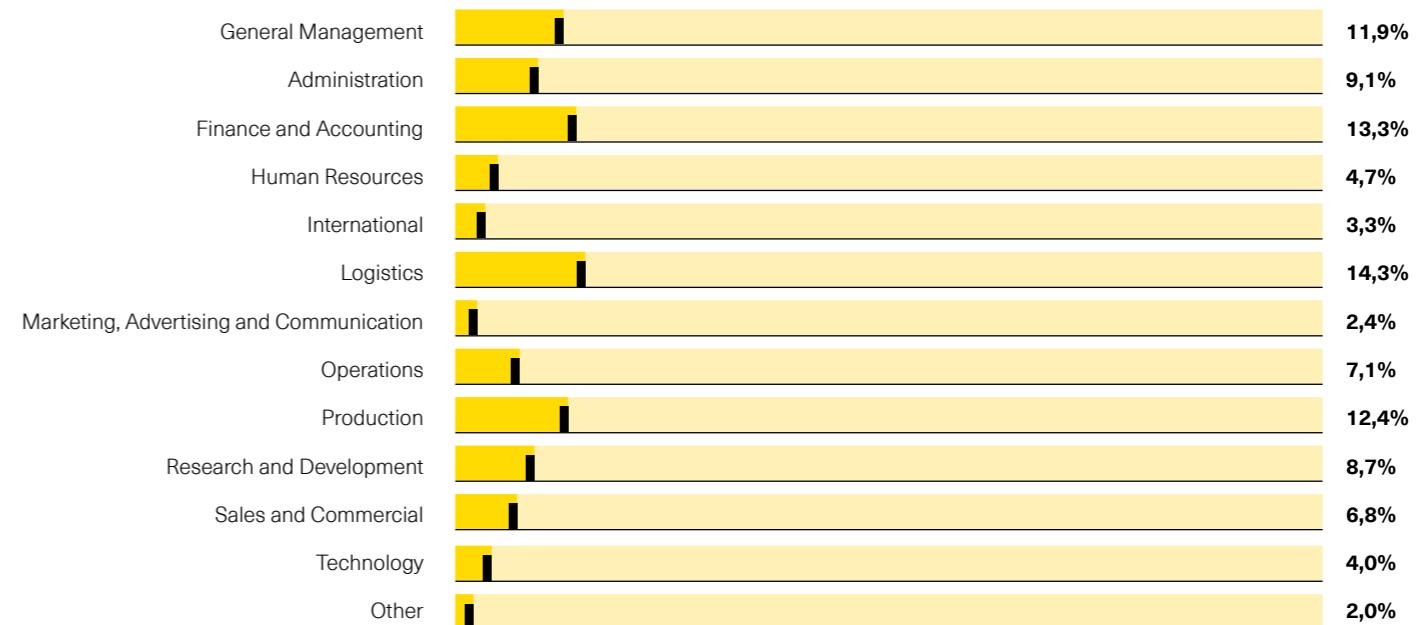
Company size



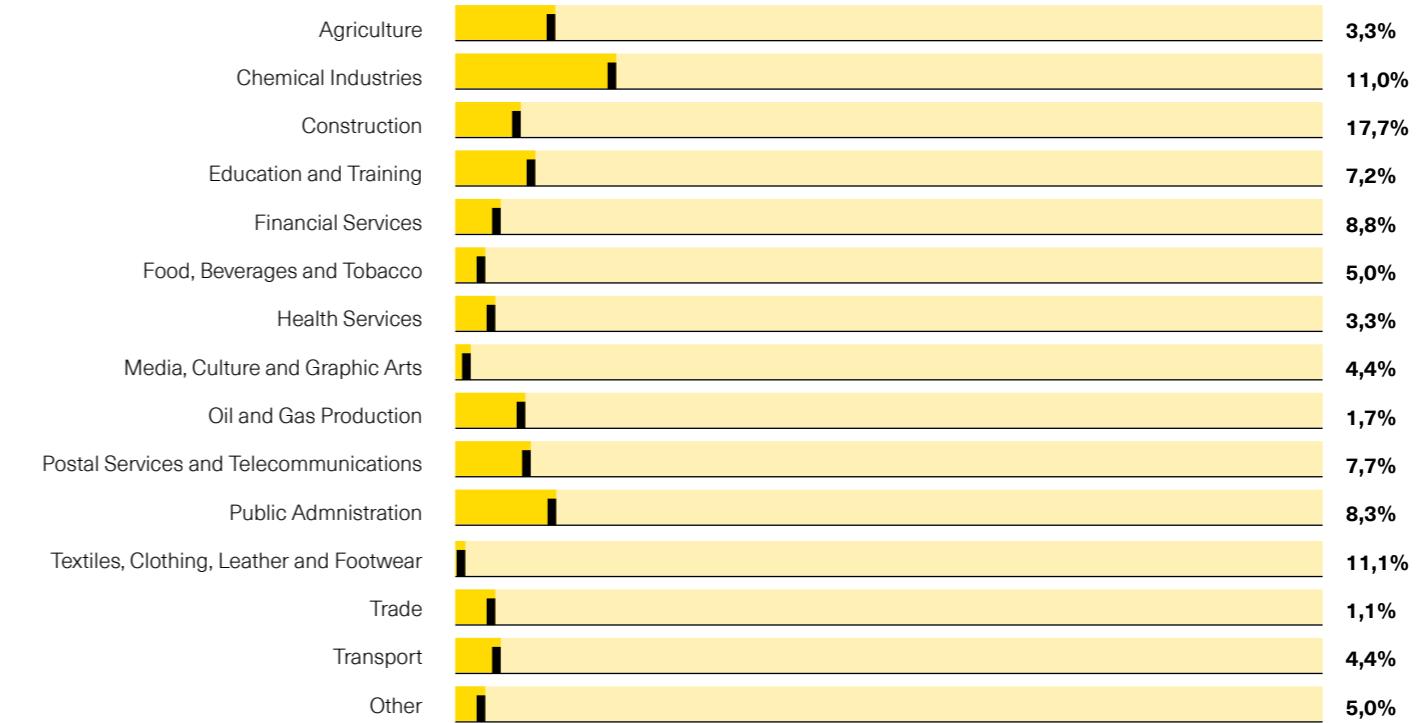
Ownership sector



Work department

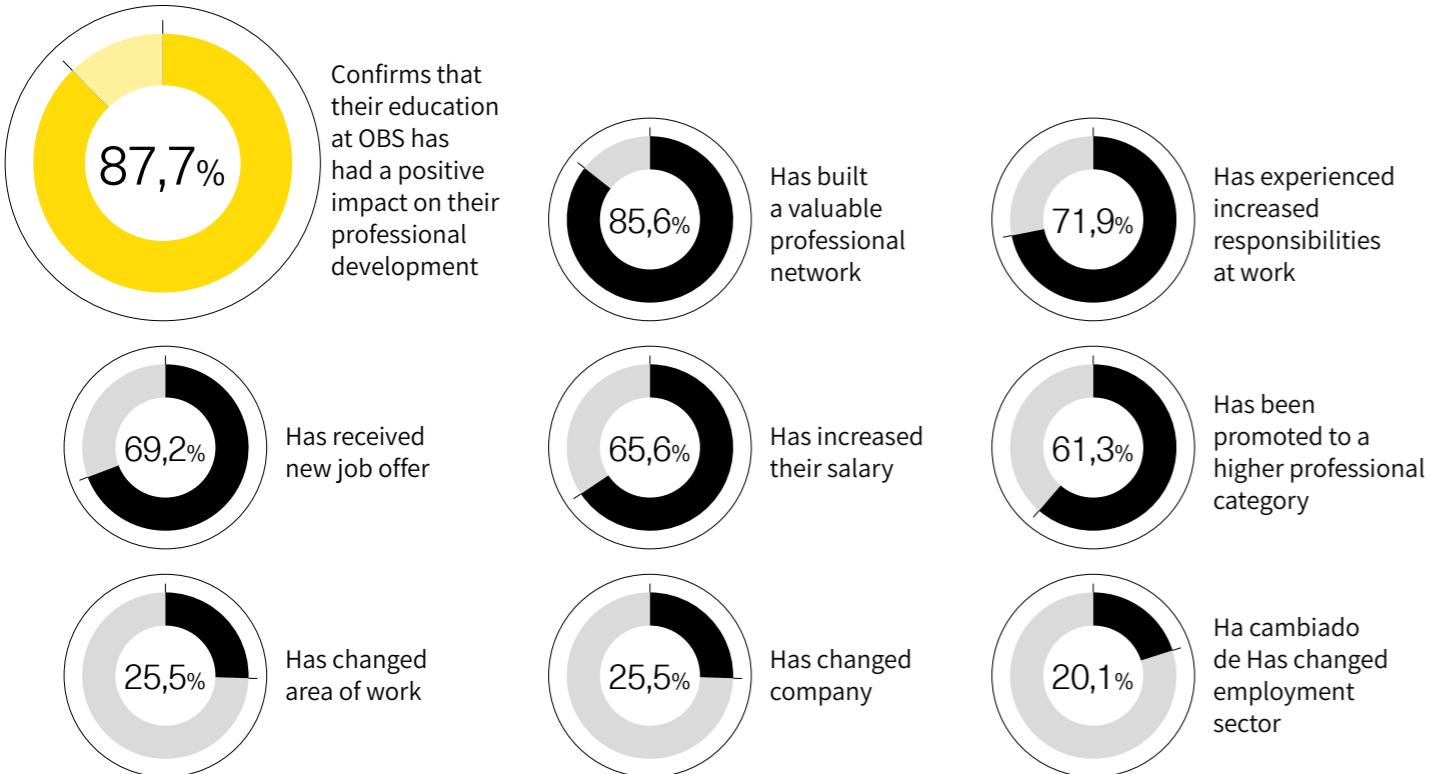


Company sector



65,6% HAVE SEEN AN INCREASE IN THEIR SALARY AFTER COMPLETING THEIR STUDIES AT OBS

Data

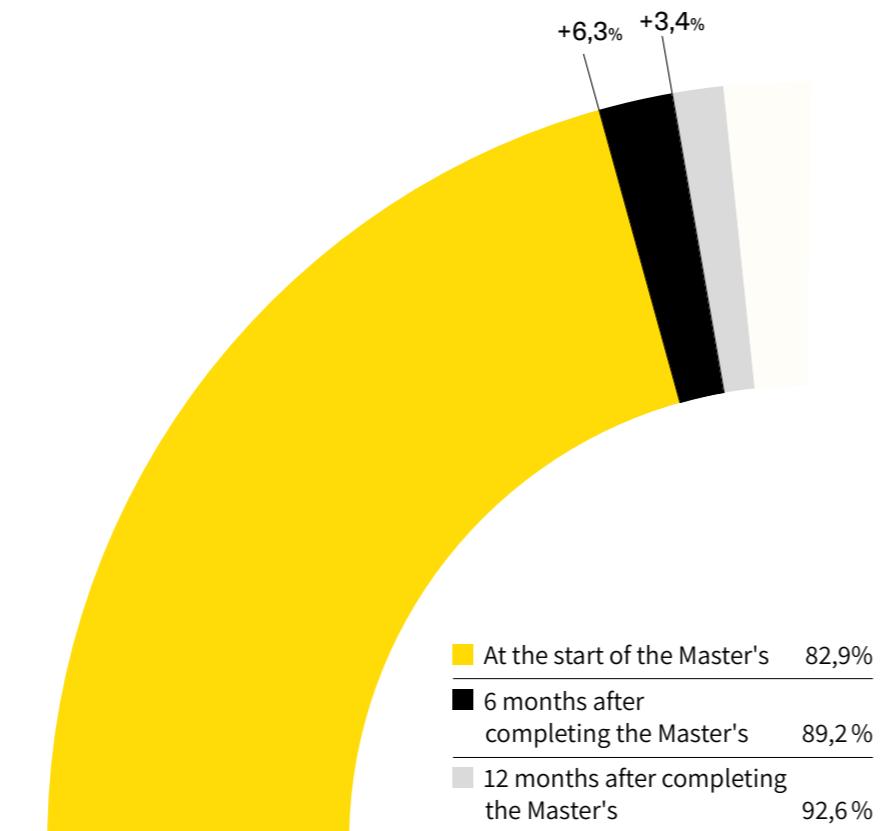


Employability



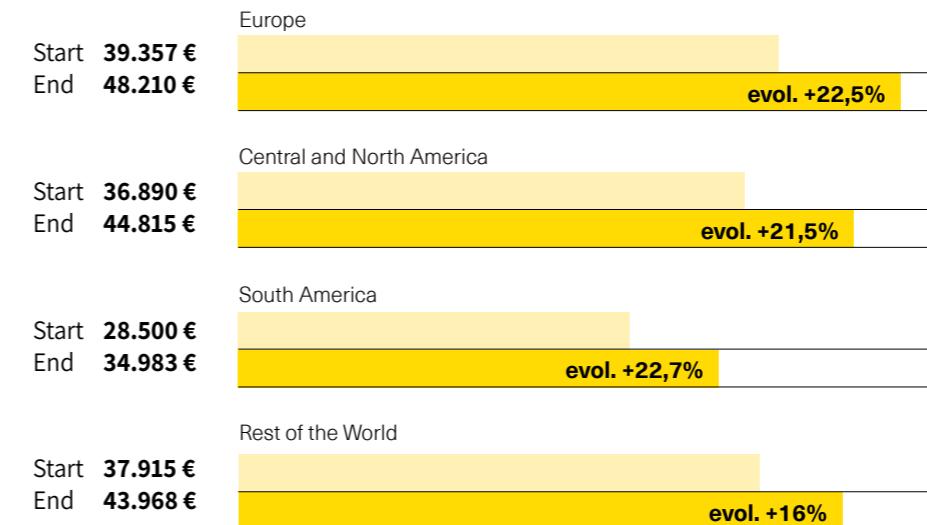
EMPLOYABILITY RATE OF OUR GRADUATES ONE YEAR AFTER COMPLETING THE MASTER'S:

92,6%



Impact of the Master's

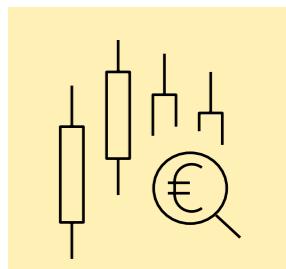
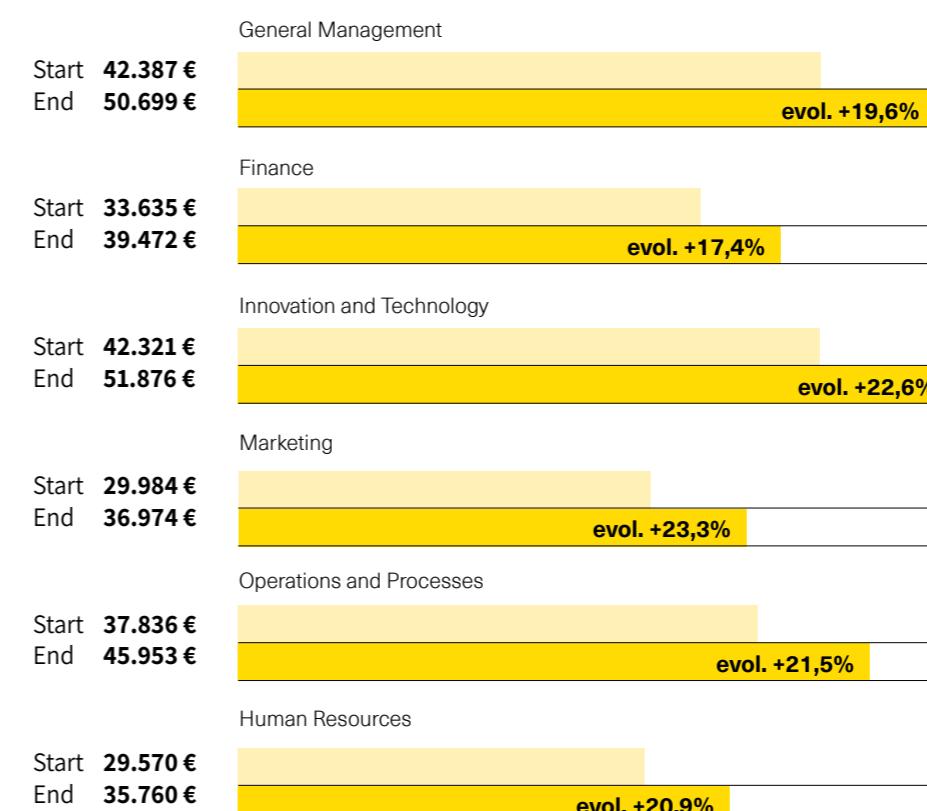
Average salaries after studying a Master's at OBS



AVERAGE SALARY GROWTH AFTER COMPLETING A MASTER'S DEGREE AT OBS

+20,7%

Average salaries by field of knowledge



THE AREAS OF EXPERTISE WITH THE HIGHEST SALARY GROWTH ARE MARKETING AND INNOVATION AND TECHNOLOGY.

OBS Talent Awards 2025

During the Graduation event, the OBS Talent Awards 2025 were presented to the best Master's Final Projects.

The winning teams received their trophies from **Dr Casilda Güell**, Dean of the School, and **Mr José Creuheras**, Chairman of Grupo Planeta.



In this edition, the winning teams were as follows:

1st Prize Master's Final Project

Project **NaturNaks**, developed during the October 2023 edition of the **Master's in Neuromarketing and Consumer Behaviour**, supervised by **Professor Mario Sorribas**.

Team Members: **Laura Fernanda Gutiérrez, Claudia Prieto, Imán El Ghaidouni, Jonathan Daoze, and Andrea Gómez**.

2nd Prize Master's Final Project

Project **Take Me! By La Princesita**, developed during the April 2024 edition of the **Master's in Branding and Brand Strategy**, supervised by **Professor Rocío Baamonde**.

Team Members: **Briana Nismeth Romero, Gracia Mª Segura, Gonzalo Figueroa, Pablo Andrés González, and Erly Urrea**.

3rd Prize Master's Final Project

Project **Re-Creative Cell**, developed during the October 2023 edition of the **Master's in Project Management**, supervised by **Professor Juan Pedro Gallardo**.

Team Members: **Daniela Filipa Figueiredo, Agustín Draghi, David Ricardo Sarmiento, Christina Parpoula, and Lucía Belén Lo**.

Graduation Patron 2025



Mr. Xavier Puig

Chairman of the Puig Foundation
and the Puig Family Council

OBS Business School

Xavier Puig,

Chairman of the Puig Foundation and the Puig Family Council, was the patron of the OBS Business School graduation in 2025, where he shared his reflections and lessons learned throughout his personal and professional life.

Based on the lessons he learned from his grandfather, Puig shared the **phases that define the professional life of a successful person**:

1

Acquire as much knowledge as possible.

3

Apply and develop these learnings in professional life.

5

Faithfully transmit what you have learned to your collaborators.

4

Lead by example.

2

Recognise the potential of new generations and delegate work to unlock the company's full potential.

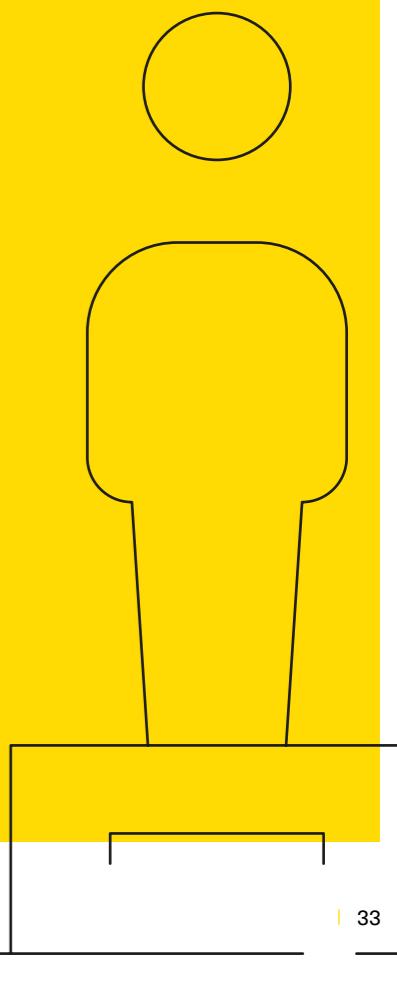
Puig is part of a **long lineage of entrepreneurs**, with his grandfather being the pioneer who founded the family business in 1914. This entrepreneurial spirit, which began with his grandfather, has been passed down through generations, culminating in today's **international family enterprise**.

As a conclusion, Xavier added **three principles that have helped him in his professional development**, but which can also be perfectly valid for personal life:

Effort

Commitment

Generosity



Executive Meetings



Connected with the business world

One of the main objectives of OBS Business School is to keep our students connected to the business network. To achieve this, in collaboration with Onda Cero, we organise the Executive Meetings—sessions where **the School's Dean, Dr Casilda Güell, interviews leading figures from the corporate world** who share their experience and know-how on **current topics related to management and innovation**.

On this page, you will find all the videos from the latest sessions, as well as direct links to detailed information about each meeting.

Access the latest Executive Meetings:

[https://www.obsbusiness.school/
en/executive-meetings](https://www.obsbusiness.school/en/executive-meetings)

#OBSEncuentrosDirectivos

Onda Cero, partner media

These interviews are conducted at the Onda Cero studios, Spain's **third most listened-to general radio station**, and later broadcast **openly to everyone** through our YouTube channel.



Want to listen to the podcasts?

Join our Spotify channel.

If you prefer to listen to the Executive Meetings, **we've created a public playlist** on our Spotify channel with all the full sessions.

Listen to podcasts:



04

Professional Development

4.1

Support for every stage of your career

4.2

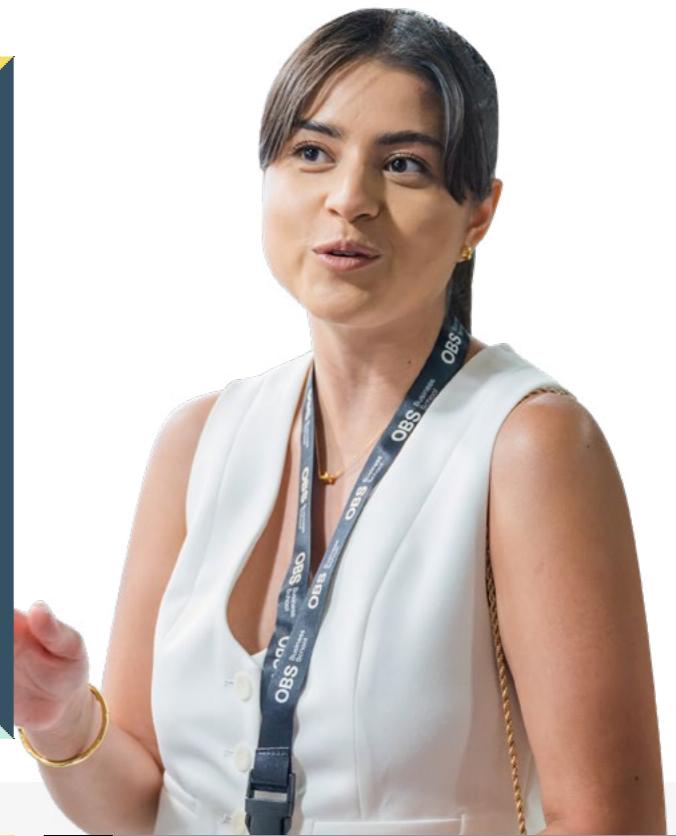
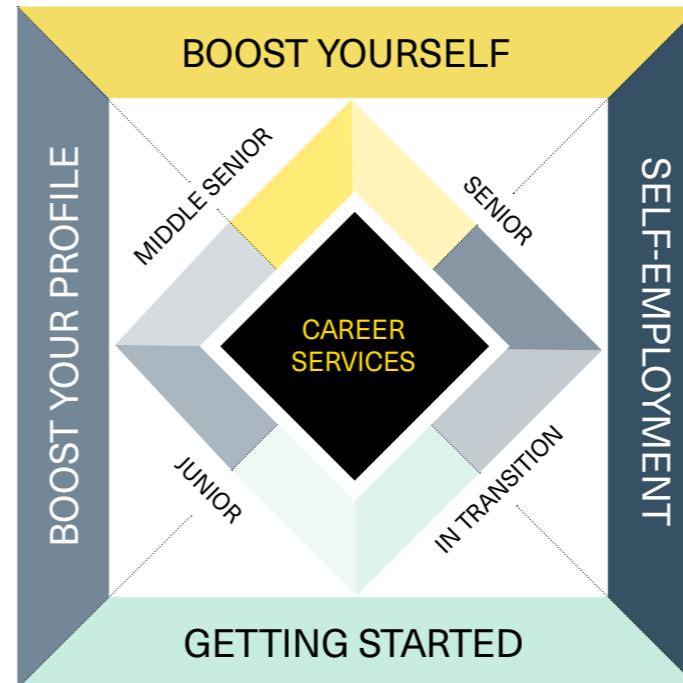
A dynamic range of services and activities for you



Support for every stage of your career

The Career Services area provides you with a dynamic range of services designed to enhance your professional trajectory while strengthening your personal profile, equipping you with intrapersonal tools that help you become a well-rounded professional.

All the activities you can access from the moment you enroll, as well as after completing your academic program, are grouped into four categories, which we present below:



1 GETTING STARTED

In this category we include services created for young professionals with less than 2 years of work experience who are **looking for their first big job** in which to test their talent and knowledge.

However, people who are **going through a period of professional change**, whether due to a professional reinvention, an outplacement or a change of country, will also find in the services of this category an offer adjusted to their new needs.

INTERNSHIP OR JOB OPPORTUNITIES

LEARNING HOW TO PUT TOGETHER A GOOD CV

START WORKING ON YOUR PROFESSIONAL BRAND IN A COHERENT WAY

HAVE A PROFESSIONAL PROFILE ON LINKEDIN

CONTINUOUS TRAINING

2 BOOST YOUR PROFILE

Those members of our Community who do not yet have an extensive work background but who have already entered the job market with confidence need to **strengthen their professional profile**, since their progress depends on their attitude and they must feel prepared for new challenges.

ACCESS NEW JOB OPPORTUNITIES

ENHANCE YOUR PROFESSIONAL BRAND

START ACQUIRING THE NECESSARY TOOLS FOR THE JOB OF THE FUTURE

DEVELOP YOUR GROWTH MINDSET

CONTINUOUS TRAINING

3 BOOST YOURSELF

This category of services is designed to support **senior profiles** that are at the peak of their career and therefore need to **work on their most personal skills** and acquire the tools that will allow them to assume and assimilate success and everything it implies. This offer includes:

UPDATE YOUR PROFILE ACCORDING TO YOUR NEW RESPONSIBILITIES

TRAIN THE MOST IMPORTANT SKILLS IN YOUR DAY-TO-DAY LIFE

WORK ON YOUR GROWTH MINDSET

DEVELOP CONSCIOUS LEADERSHIP

TURN YOUR TEAM INTO A HIGH-PERFORMANCE TEAM

CONTINUOUS TRAINING

4 SELF-EMPLOYMENT

Whether by their own decision or as a job opportunity, those who are entrepreneurs or who are in the process of becoming **entrepreneurs** will have our assistance thanks to a series of services designed to support them at different levels, from the most emotional to the most executive. Thanks to this service, you will be able to:

ANALYZE YOUR CAREER PATH AND EVALUATE A DIFFERENT OPTION IN SELF-EMPLOYMENT

LEARN ABOUT THE CHALLENGES YOU WILL FACE THROUGHOUT THE PROCESS OF ENTREPRENEURSHIP

WORK ON YOUR PROFESSIONAL BRAND

HAVE ONE-TO-ONE MENTORING

CONTINUOUS TRAINING

A continuous offer of services and activities for you



MOTIVATION AND TEAM MANAGEMENT WORKSHOP

Ángela Hansz
Coach and Consultant
MASTER IN EXECUTIVE COACHING AND LEADERSHIP

"In my quest to further explore the world of leadership and become a Leader Coach, I enrolled, confident it would be a good idea. I was unaware of the dynamics and approach of the workshop, and I must confess I was pleasantly surprised. It far exceeded my expectations!".

01. SESSIONS One to One

1 EXECUTIVE COACHING	2 PROJECT MENTORING	3 CV DIAGNOSIS
<p>This is an exclusive service for students and alumni with a senior profile who want to discover how to face new challenges and/or manage transformation processes in their career. The process consists of 4 1 to 1 sessions through which they acquire greater self-awareness, learn to adapt to different situations and detect their limiting beliefs, among other benefits.</p> <p>Overall rating: 10 NPS: 100</p> <p>+ INFO LIMITED SPOTS AVAILABLE</p>	<p>This mentoring service aims to support members of our Community who are in the process of launching their own professional project, or who have the responsibility of carrying out new initiatives within the organizational development plan. Throughout 4 1 to 1 sessions, the mentor guides, advises and transmits his extensive knowledge to the mentee with the intention of helping him achieve his goals, and does so by stimulating his creative thinking, showing him the way to detect, analyze and solve adversities, and teaching him how to manage change and uncertainty.</p> <p>Overall rating: 10 NPS: 100</p> <p>+ INFO LIMITED SPOTS AVAILABLE</p>	<p>Presenting yourself to recruiters is quite complex, as it is sometimes difficult to discern what information is relevant in your CV and what is not truly beneficial. Through a 1 to 1 session, students will be able to discuss with a career coach how they can improve their resume in order to be more visible. Throughout the year, they will also be provided with different resources that will help them focus their job searches based on their most innate tools.</p> <p>Overall rating: 9,8 NPS: 96</p> <p>+ INFO LIMITED SPOTS AVAILABLE</p>



SESSIONS ONE TO ONE

Alfredo Torre
Operations Manager
MASTER IN STRATEGIC OPERATIONS MANAGEMENT AND INNOVATION

"My experience with the CV Diagnosis has been entirely positive, from the invitation to the clarity of the process, and especially the willingness of the advisor. I definitely recommend it!".

02. Workshops

1 MOTIVATION AND TEAM MANAGEMENT WORKSHOP	2 LEADERSHIP WORKSHOP
<p>This year we are extending the annual calls for this workshop aimed at professionals who are responsible for the direction and management of human talent and who, therefore, want to turn their teams into high-performance teams.</p> <p>During 4 sessions of 2 hours each, the student learns the difference between group and team, sees the different roles of a team, and learns the different approaches to leadership, as well as obtaining the tools to face and manage conflict.</p> <p>Overall rating: 10 NPS: 100</p> <p>+ INFO LIMITED SPOTS AVAILABLE</p>	<p>Nowadays a professional lives in a world with a very high degree of uncertainty, and knowing how to get the most out of personal resources makes all the difference.</p> <p>During 4 sessions of 2 hours each, students and alumni can identify their limitations in order to learn how to communicate better with the group, in an authentic and confident way.</p> <p>Overall rating: 9,6 NPS: 90</p> <p>+ INFO LIMITED SPOTS AVAILABLE</p>
3 PUBLIC SPEAKING WORKSHOP	4 PROFESSIONAL REINVENTION WORKSHOP
<p>Do you want to communicate with confidence, clarity, and impact? The art of public speaking is not a gift reserved for a few, it's a skill you can develop and master.</p> <p>Over the course of four 2-hour sessions, you'll learn practical techniques to overcome stage fright, structure your speeches, master body language, and connect with your audience in an authentic and powerful way.</p> <p>NEW IN 2026 + INFO LIMITED SPOTS AVAILABLE</p>	<p>Do you feel it's time to make a change in your career? This workshop is designed for professionals looking to rediscover their purpose, explore new opportunities, and build a path aligned with their values and talents.</p> <p>Over the course of four 2-hour sessions, we'll help you chart a new professional direction with clarity, confidence, and strategy. Get ready to reinvent yourself, find inspiration, and move forward toward a more authentic and empowered version of yourself.</p> <p>NEW IN 2026 + INFO LIMITED SPOTS AVAILABLE</p>



EMPLOYABILITY CYCLE

"The Employability Cycle was, in my personal case, an opportunity to receive the necessary recommendations that we must apply to achieve success in the search for new job".

Alejandro Menanteau
Academic faculty member
MASTER IN FINANCIAL MANAGEMENT

03. Employability Cycle

1 ENTREPRENEURSHIP	2 EMPLOYABILITY	3 HIDDEN JOB MARKET
<p>This cycle, taught by renowned experts in the world of entrepreneurship, provides the essential tools that every entrepreneur must assimilate before developing a professional project.</p> <p>Through its 3 live sessions, attendees learn the key concepts of entrepreneurship, obtain a greater analytical vision, learn to recognize the pillars of their project and train the necessary skills to face the challenges.</p> <p>Overall rating 9,7 NPS 92 + INFO</p>	<p>With this Cycle we have a direct impact on the employability of our Community.</p> <p>Throughout 3 online sessions taught by recognized experts, we address topics as important as building and enhancing the personal brand, knowing how to access hidden employment or conveniently use social networks to get quality contacts. These sessions allow students to identify their points of improvement and thus capture the attention of recruiters.</p> <p>Overall rating 9,7 NPS 89 + INFO</p>	<p>This cycle consists of three online sessions delivered through the OBS Employment Portal. With this exclusive content, we aim to provide our community of students and alumni with insights into the intricacies of job searching (from the employee's perspective) and candidate recruitment (from the recruiter's perspective).</p> <p>Additionally, throughout the sessions, participants will learn strategies to overcome these challenges effectively.</p> <p>Overall rating 9,8 NPS 86 + INFO</p>

04. Masterclasses

1 MASTERCLASSES LIVE	2 MASTERCLASSES REC
<p>These masterclasses are conducted live and are taught by expert teachers and collaborators of the school. The main objectives of the Masterclasses are: updating knowledge, staying in top of trends in different sectors and acquiring soft skills for personal and professional development.</p> <p>Some of the latest sessions have dealt with popular topics such as:</p> <p>"Techniques for Successful Negotiation", "Mindfulness at Work", or "AI Applied to Employability".</p>	<p>Through these exclusive training pills for students and alumni, we seek to provide tools that will help our community improve their employability, as well as to update their knowledge according to new trends in each sector.</p> <p>Recorded Masterclasses are always available through the Virtual Campus and new video-capsules will be launched throughout the year.</p> <p>Some of the topics covered so far are: "Learn how to negotiate your salary", "Employability and the search for the hidden job" or "The 5 keys of the conscious leader".</p>



EMPLOYABILITY CYCLE

"The Employability Cycle has helped me identify the improvement points I need to consider in order to be a visible professional, enhance my technical and personal skills and catch the attention of recruiters, increase my competencies and become a better person".

Amalia Castro
Environmental Engineer
MASTER IN PROJECT MANAGEMENT



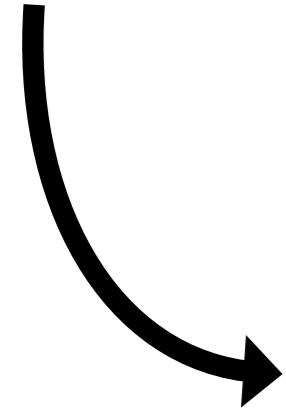
05. Talent

OBS JOB PORTAL	HIGHERED JOB PORTAL	BUSINESS GRADUATES ASSOCIATION (BGA)	TALENT POOL	GUIDANCE ON IMMIGRATION LAW IN SPAIN
<p>Our employability platform provides students and alumni with more than 20,000 international job offers. Users only have to register with an e-mail address and password, and from there they can create their profile, attach their CV and identify their search preferences to receive alerts of new offers that match their criteria. In addition, the tool has a section with free international events, as well as academic resources, professional advice, training tips and company information</p> <p> CAREER CENTER JOBTEASER</p>	<p>Highered is the career center of EFMD, a globally recognized accreditation body for the evaluation of academic quality, of which OBS is a member. Thanks to this, our students and alumni have free and unlimited access to the platform. Connect with companies and organizations from all over the world in an environment that allows real-time interaction between recruiters and candidates. Click on the virtual event you are interested in and sign up to receive notifications.</p> <p> Highered</p>	<p>The BGA is an international institution that recognizes the quality of high-potential business schools that share a commitment to responsible management practices and lifelong learning, and that seek to provide a positive impact on their students, communities and the economy as a whole. The association has different benefits available to OBS students: access to the institution's professional development center, participation in events, networking and access to reports and research articles</p> <p> BUSINESS GRADUATES ASSOCIATION</p>	<p>OBS connects you with innovative matchmaking technology!</p> <p>With our Talent Pool, you can choose the pools (communities) that best align with your professional aspirations. Companies will review your profile and invite you to their selection processes if you meet their criteria; the decision to accept or decline will be yours.</p> <p> beWanted</p>	<p>In the globalized world we live in, relocating for employment reasons is quite common. Therefore, it is increasingly necessary to be aware of the requirements for entering a new country. Throughout the academic year, you'll have access to an informative meeting on immigration, where you can learn about the requirements for working in Spain and address any questions you may have with expert lawyers.</p> <p> AGM avocats · abogados</p>



The perfect formula

THE PATH THAT WILL LEAD YOU TO ACHIEVE YOUR PROFESSIONAL GOALS



Introduce Yourself
Be part of our international professional directory.

Stand Out
Pre-register for the Professional Profile Diagnosis and make the most of your CV.

Search
On the Career Center, you'll find international and multi-sector job offers.

Travel
We provide guidance on legal options for residence and work in Spain.

Connect
Join the Alumni Club in your geographic area and network with fellow compatriots.

Stay Updated
Our masterclasses keep you informed about the latest trends.

Boost Yourself
Take part in our Employability Cycle to gain tools that help you stand out in the job market.

Progress
Request a credit transfer assessment for your first master's degree at OBS and continue studying with us.

Live
Take part in a week of experiential activities in Barcelona.

Grow
Improve your sales with this model based on the use of professional social networks.

Design
Request a personalised action plan to improve your professional progress.

Networking
Attend our networking events and build high-quality connections.

Find
Register for our Cycle on Hidden Job Market and access offers that are never published.

Get Inspired
Benefit from the guidance of mentors in our Community.

Lead
Our workshops help you develop the skills you need to lead and manage teams.

Welcome to a journey towards **professional success** that begins with a promise on our part: we are here to accompany you every step of the way; and with a purpose on your part: to make the most of all the resources we provide from today onwards.

We offer you a roadmap that will help you navigate the wide range of services offered by the **Career Services area**. However, regardless of our proposal, you decide which ones interest you and when they fit into your schedule, even after completing your academic programme.

Are you ready to take on this new challenge to boost your career?



Alumni



#OBScareers



OBS Business School



05

Inspiring Entrepreneurship

5.1
Analysis of
entrepreneurship
at OBS

5.3
Entrepreneurship
Award 2025

5.2
Entrepreneurship
path

5.4
The stories of our
entrepreneurs



Analysis of entrepreneurship at OBS

• 19,3%

of our students are entrepreneurs



Greater focus on entrepreneurial education by academic institutions

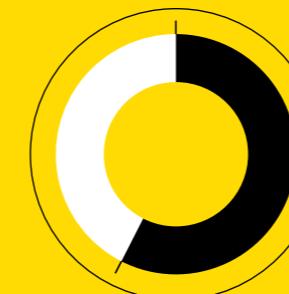
Last May, the Global Entrepreneurship Monitor (GEM) published its latest report on the evolution and state of entrepreneurship. In the document, we read: **"The rate of entrepreneurship among the population with a higher level of education is increasing, and 13% of potential entrepreneurs, men and women with university-level or higher education, suggests growing rates of qualified entrepreneurship in the future."**

Specific training for entrepreneurship also increased compared to the previous year, reflecting a **greater focus on entrepreneurial education** by academic institutions and ensuring more efficient entrepreneurial management.¹

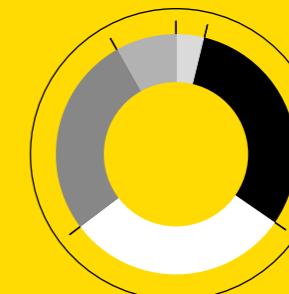
1. Calvo, N.; Fernández-Laviada, A.; Monje-Amor, A. & Atrio, Y. (2024). Global Entrepreneurship Monitor. Informe GEM España 2023-2024. Ed. Universidad de Cantabria. DOI: <https://doi.org/10.22429/Euc2024.000>

Entrepreneurs

Gender



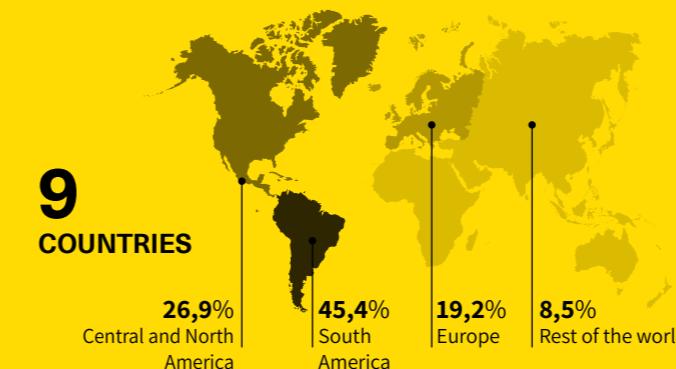
Age



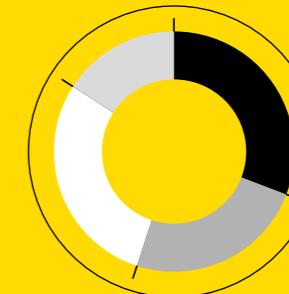
<25	3,8%
25-34	30,8%
35-44	30,1%
45-54	27,1%
> 54	8,2%

THE AVERAGE AGE IS: 42

Region of origin



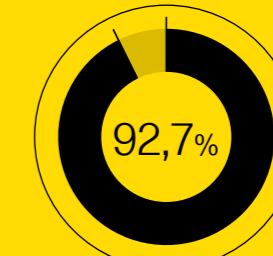
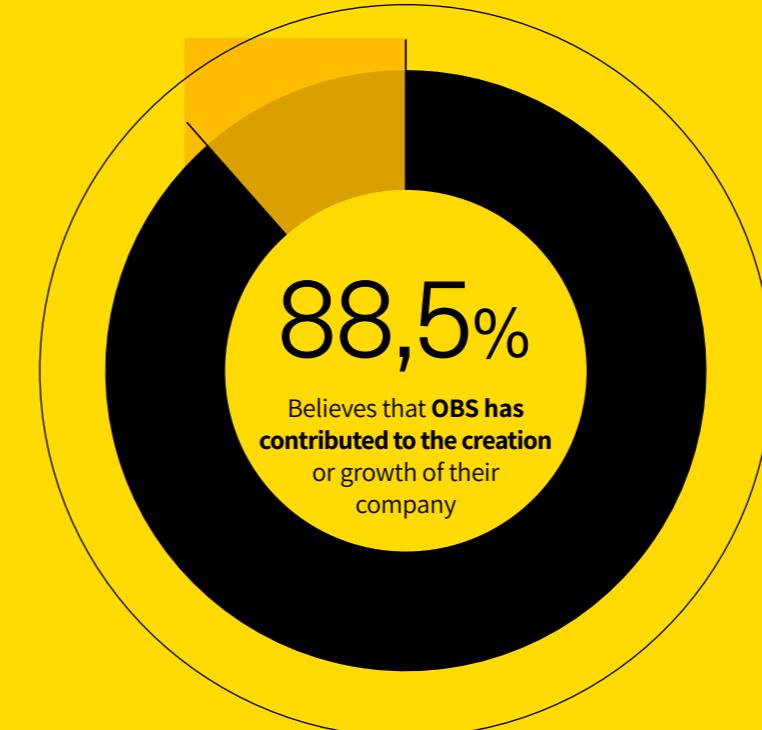
Professional experience



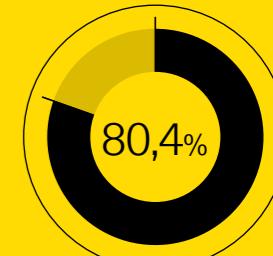
14 YEARS OF PROFESSIONAL EXPERIENCE

< 5 years	30,8%
5-10 years	24,2%
11-20 years	29,1%
> 20 years	15,9%

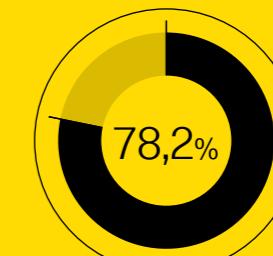
Data



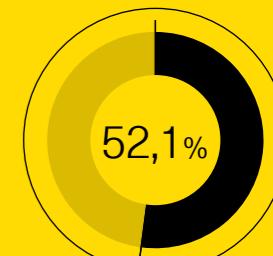
Has acquired new knowledge



Has expanded their professional network



Has acquired new technical skills



Has used Career Services offered at our business school

Entrepreneurship Path

01 Wantpreneur

Do you want to start a business but don't know where to begin?

Entrepreneurship is one of the most valued career options today. However, we often find ourselves with an idea in mind, yet, for various reasons, we can't take the step to bring it to life. If you find yourself in this situation, we're here to help you **turn your professional project into a reality**.

Our Career Services department offers a range of resources to help you refine your business idea, which will give you access to our business incubator down the line.



Matchmaking

Looking for a team? We'll help you find the perfect match!

We're here to connect you with your future team.

Whether you already have a business idea or are still figuring it out, we'll help you meet people with similar interests so you can take the first steps toward launching your product or service.

Pre-Incubation Program

If you're sure you want to become an entrepreneur in the near future but don't yet have a business idea, we'll help you develop your professional project over the course of 4 weeks. During this time, you'll need to complete 22 tasks in order to qualify for the Pitching Day.

[+ INFO](#)

NEW IN 2026 | LIMITED SPOTS AVAILABLE

Entrepreneurship Cycle

Over the course of three webinars, we'll provide you with the tools to assess the viability of your business.

Project Mentoring

If you need support in a specific business area, you can apply for a one-on-one mentoring process with 4 personalized sessions. Present your project to us, and we'll match you with the most suitable mentor. **LIMITED SPOTS**.

Masterclasses

Staying up to date with trends is essential for anyone aiming to be a successful entrepreneur. That's why we offer various online sessions throughout the year.

Entrepreneurship Award

03

02 OBS Incubator

01 Wantpreneur

We present to you the roadmap that will allow you to turn your dream into a long-term professional project. Join at the phase that best suits your needs.

02 OBS Incubator

| LIMITED SPOTS AVAILABLE

Are you an entrepreneur? We've got great news for you... you're in the right place!

If you have a business idea and a team backing you, you can apply to join our business incubator. We'll guide you along the journey to validate your product or service.

Through a **27-step process**, you'll work through every stage of early-stage entrepreneurship, from the

initial idea to turning it into a **viable business**. We'll provide you with the training and support you need so that **entrepreneurship** stops being a future plan and becomes a **project of the present**.

01	02	03	04
Introduction to the ecosystem	Main methodologies	Fall in love with the problem	Market size
Value Proposition Canvas	Customer persona	Segment your customers	Extract key insights
10	09	08	07
11	12	13	14
Blue Ocean Strategy	Competence	Business Model Canvas	Mission, vision and values
22	21	20	19
Storytelling	Sales Funnel	MKT is digital	MVP
Inbound vs. Outbound	Drivers for Growth	Fixed Costs vs. Variable Costs	Financial Statements
23	24	25	26
			27
			NO CODE Tools
			Test card

Focus

| LIMITED SPOTS AVAILABLE

If, after successfully completing the 27 steps of our incubator, you still need help **focusing on a specific area of your business**, you can apply for a **one-on-one mentoring process** with 4 personalized sessions. Present your business plan to us, and we'll select the most suitable mentor for you.

Entrepreneurship Award

03

THE FINAL STAGE OF OUR ENTREPRENEURSHIP JOURNEY

By participating in this award, you'll gain the boost your business idea needs, as you will receive international visibility and recognition that will help **take your project to the next level**. Additionally, you'll have the chance to compete with other finalists for a **monetary prize** to invest in the acceleration of your company.

Our **Career Services** department organizes this event annually, bringing together entrepreneurs, investors, business angels, students, and the entire entrepreneurial ecosystem of the School.

Final Stage

From all the submitted projects, a specialized committee will select up to 4 finalists who will compete for the final prize in an event broadcasted worldwide. Once selected, these finalists will undergo a training period focused on personalized one-on-one sessions that will help them refine their pitch and gain clearer insights into the future of their businesses, thanks to the guidance of renowned experts in entrepreneurship.

Who can participate?

The OBS Entrepreneurship Award is exclusively open to teams led by current students or alumni of the school who have a project that stands out for its innovative capacity and growth potential. Additionally, participants can enter in different editions, even after completing their studies, until they secure the top position.



Entrepreneurship Award OBS 2025

Matter of Trust LATAM



Matter of Trust LATAM

• Mattia Carenini
GLOBAL MBA



Matter of Trust LATAM is a company dedicated to biotechnology and hair recycling to regenerate soils and bodies of water, delivering verifiable environmental impact to agricultural, industrial, and corporate clients.

ByRoomNumber

• Diego Castro
MASTER IN PROJECT MANAGEMENT



ByRoomNumber is a SaaS solution that allows hotels to offer their guests the option to choose their room before arrival, integrating directly with the hotel's Property Management System.



finalist

REM

• Nelson Ulloa
MASTER IN INNOVATION AND ENTREPRENEURSHIP



REM is a ClimateTech SaaS platform that optimizes the management of surplus construction materials, thereby promoting the circular economy and helping mitigate the effects of climate change on the planet.

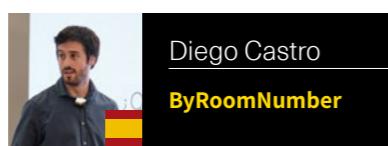
finalist

The stories of our entrepreneurs



Dunia Moreno
Federal Café

As a partner at **Federal Café**, where we offer international brunch and speciality coffee in a relaxed, modern and cosmopolitan setting, my goal has always been to deliver an outstanding dining experience that combines quality and sustainability. The **Master's in Corporate Social Responsibility and Sustainable Leadership** at OBS Business School has provided me with the tools needed to integrate responsible practices across our café-restaurant chain. Thanks to this programme, we have implemented initiatives that promote the use of local products and foster an ethical and environmentally committed working environment. This has strengthened our market position and enabled us to make a positive contribution to the community, allowing us to expand to 12 locations across Spain, with upcoming openings in other parts of the country, as well as in Portugal and Andorra.



Diego Castro
ByRoomNumber

My professional journey led me to found **ByRoomNumber**, a start-up that transforms the hotel experience. Through our platform, guests can select the exact room in which they wish to stay, in a similar way to choosing an airline seat.

This project was born out of a desire to innovate within a traditionally conservative sector and has now positioned itself as a strategic partner for hotels seeking to enhance guest satisfaction and increase profitability through cross-selling and upselling strategies. It also adds value to, and monetises, a process that has traditionally been bureaucratic: the check-in. The **Master's in Project Management** at OBS Business School strengthened my ability to structure and manage teams, providing me with key tools.

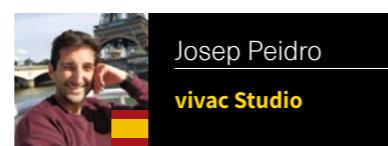


Carlos Gutiérrez
Significa Branding

My name is Carlos Gutiérrez Horno, founder of **Significa Branding**, a branding and strategy studio.

At Significa, we help companies uncover their potential, refine their narrative and project their truth as a strategic value and competitive advantage. We work from the essence of each business to activate a brand that is clear, coherent and purposeful. We combine strategy, design and communication to build brands that are true to who they are and relevant within their market.

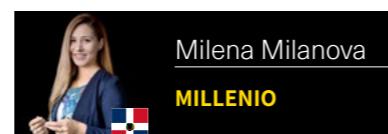
The **Master's in Branding and Brand Strategy** at OBS provided me with the tools to develop my own approach, integrating business vision, design and storytelling. Today, I apply this holistic perspective to build strong, meaningful brands that are aligned with what each organisation is and aspires to become.



Josep Peidro
vivac Studio

My name is Josep Peidro, founder of **vivac Studio**, an agency that democratises access to high-value analytical support services and offers SMEs the opportunity to gain insights beyond their structural capabilities in areas such as analytics, marketing, branding and social media.

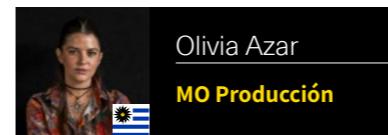
The **Master's in Business Intelligence** at OBS Business School made what was, for me, a major milestone possible. It provided me with the knowledge and confidence needed to take the leap. And here we are—contributing our modest share by supporting SMEs whenever they need it, through www.vivacstudio.com.



Milena Milanova
MILLENI

In a world where brands face the constant challenge of adapting, differentiating themselves and innovating, **MILLENI** positions itself as a strategic marketing and innovation consulting firm, supporting organisations in their evolution through a human-centred approach, business insight and applied creativity.

With nearly a decade of experience, the **Master's in Innovation and Entrepreneurship** at OBS has been instrumental in strengthening my own vision as CEO and Founder of the company, consolidating our methodological frameworks, expanding our service offering, and enhancing our value proposition in terms of continuous development and organisational foresight. The academic experience enabled me to structure new programmes and to lead with greater clarity in an environment where innovation is no longer optional, in order to ensure organisational continuity and sustainability.



Olivia Azar
MO Producción

MO Producción is a digital marketing and content creation agency that I founded with the mission of driving brands forward through innovative strategies and out-of-the-box creativity. I am deeply passionate about communication and the impact that well-executed ideas can have. I am constantly seeking to evolve and grow, understanding the pace of change, how rapidly it happens, and the level of versatility required to keep up with it.

The **Master's in Neuromarketing and Consumer Behaviour** enabled me to gain deeper insights into consumer behaviour and to apply more effective strategies. It also provided me with tools to add value to my team when developing strategies that connect directly with audiences, by understanding the reasons behind their decisions. Neuroscience applied to marketing is still an emerging field in Uruguay, and I am motivated to be at the forefront, incorporating knowledge that enhances our ability to create memorable and relevant brand experiences.



Rafael Gallardo
Weecover

Balancing my job with my studies on the **Executive MBA** at OBS Business School was not easy—especially given the high level of self-demand I set for myself. However, with hindsight, it proved to be key to my subsequent experience as an entrepreneur and to the creation of **Weecover**, the leading insurtech for insurance distribution in Southern Europe. Beyond the skills acquired, the knowledge gained, the success and failure case studies, and the great colleagues (now friends) I met along the way, the programme provided me with a culture and vision that have been fundamental to building a successful venture.



Vanina Moreno
Metanoia Propósito Evolutivo

My name is Vanina Moreno Compagnucci, founder of **Metanoia Propósito Evolutivo**, a venture that seeks to help organisations reinvent themselves around their evolutive purpose and support employees in their personal growth and transformation, by developing an organic strategy that empowers every member of the team.

OBS Business School marked the beginning of this journey. When I completed the **Master's in Digital Transformation and Business Development**, something was ignited in my heart and I said to myself, "I want to humanise technology" — and that is precisely what this venture strives to achieve. I placed all of my learning at the service of the world, bringing together knowledge, wisdom and sensitivity to create Metanoia, which quite literally means Transformation.

Thank you, OBS Business School, for providing me with the resources and knowledge, and for once again expanding my being through this shared experience. I truly hope we continue working together — the world needs Metanoia.



Tomás Piñeiro
Certifix

I am a chemist with international commercial and technical experience, which led me, five years ago, to found **Certifix**, an entity accredited under ISO 17020 and designated by the Ministry of Industry. Certifix carries out remote inspections of any vehicle registered in Spain that undergoes a modification between leaving the factory and its final registered state.

In order to manage these new projects effectively, I needed more in-depth knowledge, which is why I decided to enrol in the **Master's in Project Management**. This marked a clear turning point, enabling me to understand the different components of a project, carry out more thorough and optimised monitoring, and consistently extract better information and results. This was particularly valuable in software development projects with our main provider, allowing me to better understand and optimise how we planned and monitored sprints, incorporating numerous improvements.

We thank you for your dedication to creating value and congratulate you on it. Your strong commitment to innovation and progress contributes to local productivity and global progress.

We are very proud of you all!!

06

Alumni OBS: Networking with a global purpose

6.1
Alumni Club

6.2
Trending People
- Nelly Murillo

6.3
Networking
events

6.4
OBS Alumni
Awards



Alumni Club

The OBS Business School Alumni community brings together more than **45,000** professionals who share the same goal: to continue learning, growing and making an impact.

Learning does not end when you graduate; a new stage begins where knowledge is transformed into collaboration.

With **9 alumni clubs** around the world, led by passionate presidents and ambassadors, we promote spaces where continuous learning and purposeful networking become drivers of change.



A community that drives the future.

**BEING PART OF ALUMNI
OBS MEANS STAYING
CONNECTED TO A GLOBAL
NETWORK OF TALENT,
INNOVATION AND
LEADERSHIP**

OBS Business School | Alumni

Trending People

“

**THE SPACES THAT
OBS BUSINESS
SCHOOL CREATES
THROUGH THE
ALUMNI CLUB
PROVIDE **VALUABLE**
OPPORTUNITIES
FOR STUDENTS TO
STAY CONNECTED.**

Nelly Murillo

President of the Alumni
Club in Costa Rica



#01

Nelly Murillo / President of the Alumni Club in Costa Rica



Throughout her professional career, Nelly Ivette Murillo has learned that a commitment to continuous learning and personal growth is essential. This premise is reflected throughout her career, from before she decided to study Business Administration and specialise in supply chain and logistics, to her appointment in 2023 as president of the Costa Rica Alumni Club.

Murillo's interest in supply chain management dates back to his childhood, when she observed how her father – a sales agent for a Costa Rican company specialising in wood finishing products, automotive refinishing, industrial finishes and household coatings – planned routes, managed purchase orders and issued invoices by hand. “My brother and I helped him with the inventory at the end of each month, which allowed me to understand from an early age the importance of efficient management,” she recalls.

Nevertheless, her professional career has been shaped by the diversity of roles and responsibilities she has taken on across the various organisations with which she has collaborated. At the beginning of her working life, she was able to join call centres, before moving into supply chain, where she worked for nine years, changing jobs approximately every two years. “When I joined the supply chain department at HP, I continued learning and performing different roles, which allowed me to understand the interconnection between processes and how I could solve problems when an order did not flow properly.”

From there, a particularly challenging step in her career was leaving the comfort and expertise she had built at HP to move to Citi Bank, where she held a leadership role in Third Party Risk, and later transitioning to Amazon as a Seller and Buyer Risk Manager. “In these last two roles, I did not have prior knowledge of the core business, but I was able to add value thanks to my skills and my broad knowledge of supply chains,” she states.

Her next step took her into the Human Resources area at Mondelēz International. “There, I felt like a fish in a different fishbowl, as I had no prior knowledge of workforce administration, global vendor processes, or the labour legislation of 21 European countries, 13 in Latin America, and the United States and Canada. However, I had the trust of leadership to learn while performing the role, which allowed me to discover a completely new world.”

During that period, **Murillo experienced a genuine professional transformation as a result of joining OBS Business School in May 2019 to pursue a Master's Degree**

in Executive Coaching and Leadership. At the time, she had only been at Mondelēz for a few months, and enrolling in an academic programme taught her how to self-manage and navigate complex situations, stepping out of her comfort zone in order to grow professionally. “It allowed me to explore in greater depth one of the areas that come naturally to me: motivating others. I enjoy inspiring my friends and younger generations to lead physically active lives, build their best selves and maintain a positive internal dialogue. Throughout the programme, I gained tools and technical knowledge that complemented my natural inclination towards coaching,” she highlights.

One of the most enriching experiences of the programme was, as she explains, “working with colleagues from multiple countries to develop a coaching programme for leaders within Mondelēz International. We designed a development programme consisting of six sessions, starting with a 360-degree assessment and concluding with measurable data that demonstrated the programme's positive impact.” That first year at the company not only allowed her to acquire knowledge in a new area and meet her professional goals, but also to contribute to the development of the organisation's leadership team.

Currently, Nelly Murillo works as a Program and Portfolio Senior Manager at Thermo Fisher Scientific, a US-based biotechnology product development company, in a role very different from her previous position at Mondelēz International as Change Manager. Flexibility is one of her natural strengths, something clearly reflected in her career path. **“One of the things that motivates me most is learning opportunities. I am always very mindful of the fact that knowledge is power,”** she notes. In her current role, Murillo feels both the progress and the impact of her work, collaborating with specialists in data management, cutting-edge technology and with a strong focus on execution. As she herself says: “I am still learning, just as I did on my very first working day in 2001.”

Essential skills

Thanks to having managed highly diverse teams across different sectors and under a wide range of roles, Murillo has developed a broad perspective on the qualities an employee should possess. "First and foremost, I look for **commitment**. I want people who are dedicated to their work and who strive for excellence in everything they do. **Proactivity** is another essential trait. I value those who take the initiative and seek solutions before problems turn into obstacles," she explains.

The supply chain management expert firmly believes that companies are looking for people who can think "outside the box", who are **creative** and capable of turning complex problems into solutions. Murillo also speaks about **collaboration** as a crucial aspect of any team, essential for sharing ideas and supporting one another. In addition, the **ability to influence others** is highly valuable: having people who can inspire and motivate their colleagues helps guide teams towards shared objectives. **Results orientation** is equally important, ensuring teams remain focused on achieving goals efficiently and effectively.

Added to this is the importance of **adaptability**. "In today's business environment, where change is constant, we need people who are capable of adjusting quickly to new situations and seeing change as an opportunity to grow and improve. What worked in the past may not be what leads us to success in the future. That is why it is important to identify and cultivate the values we need to move forward. A useful practice is to select the values that resonate most with our goals and keep them present in our daily decisions. This allows us to grow continuously and face challenges with a positive, success-oriented mindset."

President of the Alumni Club in Costa Rica

In 2023, Nelly Ivette Murillo was appointed President of the OBS Alumni Club in Costa Rica, currently the institution's only alumni club in Central America. She has taken on the role with great dedication and enthusiasm, allowing her to feel part of an educational community that is becoming increasingly present in the region.

Over the past three years, she has organised a number of online and in-person events, including **Alumni Day**, **Alumni Meetings and Alumni Afterworks**. These initiatives aim to add value to Alumni Club members while also giving back to society through shared knowledge. As she explains, "We live in a society where we are always busy, chasing the next goal, and networking is not always a priority. The spaces that OBS Business School creates through the Alumni Club provide valuable opportunities for us to stay connected. And I have always said that busy people make things happen."

Murillo firmly believes in the importance of networking for professional careers. "People with more than 20 years in the job market will find greater growth opportunities through the professional connections they maintain. This is not just

about adding contacts on LinkedIn or coincidentally meeting someone within a company; it is about fostering international connections. Speaking with these leaders once or twice a year and exchanging insights on workplace challenges helps us stay up to date with the latest trends across different areas, beyond our own specialisations."

Her commitment and involvement with the Alumni community have led her this year to become the face and the voice of more than 42,000 OBS Business School alumni at the annual **Alumni Welcome Experience** event. "Representing so many alumni from our international business school is a great responsibility, but also an opportunity to demonstrate the strength and commitment we have as professionals. It is a tremendous honour to represent both the community and my beautiful country in this initiative. In 2020, we were unable to celebrate our graduation due to the pandemic, but the virtual ceremony on YouTube was a memorable moment. Now, having the opportunity to attend this annual event and share my colleagues' achievements, as well as inspire them as they return to their homes and jobs, is a dream come true," she reflects.

On a personal level

Nelly Murillo is deeply passionate about lifelong learning, personal growth and sport. "I consider myself an athlete at heart, although I studied Business Administration to earn a living in a different way. Sport, especially trail running, holds a special place in my life. This discipline allows me to exercise, enjoy beautiful landscapes and ensure my weekends are filled with outdoor adventures," she explains. Trail running has taught her valuable lessons in facing fear, stepping out of her comfort zone and progressing one step at a time.

She also has a strong interest in cars – both sports cars and 4x4s – and in cooking. To ensure her family maintains a healthy diet (her husband is also an OBS Business School alumni, and she has two daughters, aged 15 and 6), she follows a Whole Foods, Plant-Based lifestyle. "We have spent the last eight months enjoying experimenting in the kitchen with this philosophy."

Ideas for professional growth

As President of the Alumni Club in Costa Rica, Murillo offers several key insights for taking the decisive step forward in one's professional journey:

#1

Live the life you dream of living. Ask yourselves which version of who you are will lead you to achieve your goals and dreams, even those you have not yet imagined. **All the answers are within us.**"

#2

"Commitment to continuous learning and personal growth is essential. Do not be afraid to step out of your comfort zone and face new challenges, whether professionally or personally. **Perseverance and dedication are key to achieving what may seem impossible.**"

#3

"Remember the importance of networking and professional connections. These relationships not only open doors, but also keep us up to date with the latest trends and allow us to learn from others. **Invest time in building and maintaining these connections intentionally.**"

#4

"Do not underestimate the power of adaptability and creativity. In a constantly changing world, the ability to adjust and think outside the box is what will allow us to overcome challenges and seize opportunities."

#5

"Value the balance between professional and personal life. Make time for your passions, whether sport, cooking or any other activity that brings you joy and wellbeing. **This balance is essential to staying motivated and focused on our goals.**"

#6

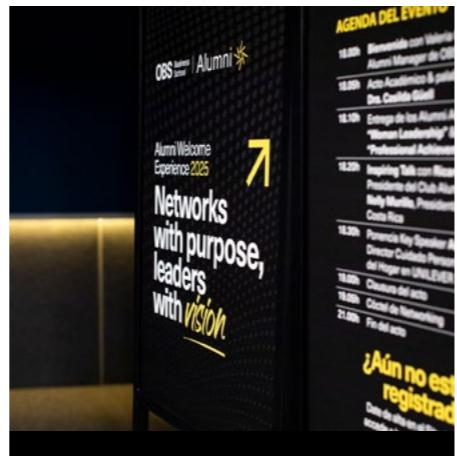
"Inspire others through your example and never stop dreaming big. The combination of knowledge, hard work and a positive attitude can take us to places we never imagined. **Go for it – the life you dream of is within reach of your hands, your mind and your heart.**"



Networking events

EVERY ALUMNI EVENT IS AN OPPORTUNITY TO RECONNECT, GET INSPIRED AND OPEN NEW DOORS

From the **Alumni Day with Dr. Mario Alonso Puig** to the transformative **Global Immersion Week** experience, Alumni gatherings showcase the very best of our community: passion and continuous learning.



Alumni Welcome Experience

Under the claim “*Networks with purpose, leaders with vision*”, the AWX welcomed new graduates, highlighting purpose-driven leadership and the power of networking as a driver of professional growth.

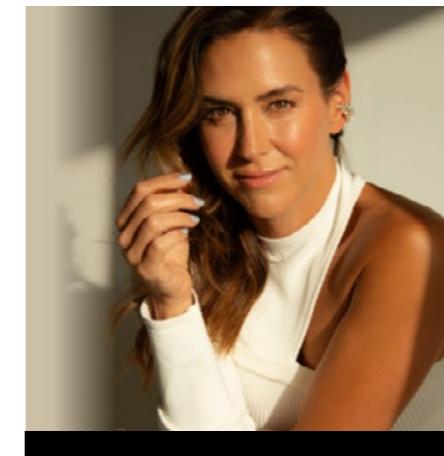
[KNOW MORE](#) 



Alumni Day with Mario Alonso Puig

Dr Mario Alonso Puig delivered a transformative keynote at the OBS Alumni Day, inviting participants to embrace challenges and lead with purpose.

[KNOW MORE](#) 



Alumni Day with Erika de la Vega

The Alumni Day with Erika de la Vega inspired the OBS Alumni community, strengthening connections, exploring personal reinvention and fostering impactful networking.

[KNOW MORE](#) 



Afterworks

The Mexico Alumni Club organised an Afterwork event at Microsoft, exploring AI and technology, sharing experiences and strengthening professional networking.

[KNOW MORE](#) 



Global Immersion Week

For one week, participants enjoyed a complete experience in Barcelona, featuring a specialised course in AI, company visits, cultural activities, and spaces to share and connect with other professionals.

[KNOW MORE](#) 

Think Digital Summit_25

The event held at Casa SEAT in Barcelona featured speakers from CUPRA, LinkedIn and Microsoft. It strengthened its position as a benchmark event in innovation and digital transformation, bringing together more than 160 professionals.

[KNOW MORE](#) 

Alumni Talks

At Alumni Talks, former students share their experiences and knowledge, fostering networking and learning within our community.

[KNOW MORE](#) 

Your global network, just one click away

The Alumni Directory: a strategic professional connection.

Register on the Alumni Site and access the exclusive Directory with more than 45,000 professionals worldwide. Connect with key contacts, explore collaboration opportunities and strengthen your professional journey. Your community, now at your fingertips.

[ACCESS HERE](#) 



OBS Alumni Awards

OUTSTANDING ACHIEVEMENTS BY OUR ALUMNI

The Alumni Awards recognise excellence, innovation and leadership among those who have carried the OBS spirit beyond the classroom. Each award-winning story reflects the strength of a community that transforms knowledge into real impact. At OBS, we celebrate individual success as a reflection of collective achievement. Each recipient represents what it truly means to be part of our global community: commitment, leadership and a passion for changing the world.

WL

Woman Leadership

The Woman Leadership Award is presented to **outstanding women** who have made a significant impact within their sectors. This award highlights their ability to lead effectively, drive change and inspire others through an innovative perspective and a strategic approach.

The 2025 recipient was **Elodie Guillard**, who serves as Marketing Director at WebCargo by Freightos.

PA

Professional Achievement

The Professional Achievement Award honours alumni **who have reached significant milestones in their professional careers**. This recognition celebrates individuals who have demonstrated exceptional commitment, outstanding skills and a work ethic that has enabled them to excel in their fields of expertise.

The 2025 recipient was **Fran Murcia**, a former ACB League and Spanish national basketball team player. He is currently Wellbeing Director at Howden Iberia.

Recognition

Moving talent forward

OBS Business School | Alumni

Award recipients

Women Leadership AWARD



Elodie Guillard

Marketing Director
WebCargo by Freightos

Professional Achievement AWARD



Fran Murcia

Wellbeing Director
Howden Iberia

07

Shaping Leaders

From the classroom to real impact:
success stories of our students.

7.1
Amanda Lima
Jean Jacques

7.2
Borja
Fernández

7.3
Cristina
Vigara



Amanda Jean Jacques

Global Operations Manager at HP
Alumni of the **Master in Project Management**



“

OBS: To open the interview, we would like you to tell us a little about yourself, Amanda. Please introduce yourself to the OBS Business School community. Who are you and what do you currently do?

AJJ: Hello everyone, my name is Amanda Jacques. I was born in Rio de Janeiro, Brazil, and I am 33 years old. Over the past ten years, I have had the opportunity to live in different countries, including Brazil, the United Kingdom and, for the last six years, Barcelona, Spain. I currently work as a Global Operations Manager at HP. I am passionate about cultures and languages, as I believe that knowing and understanding different perspectives is key both professionally and personally.

OBS: Your academic background combines a Bachelor's Degree in International Relations from IBMEC and a Master's Degree in Project Management from OBS Business School. What motivated you to specialise in project management after your initial studies in international relations? At first glance, they seem quite different, don't they?

AJJ: At first glance, they may seem like very different fields,

but in reality they are more connected than they appear. Project management is present in almost everything we do, often without us even realising it. My academic background in International Relations provided me with a global outlook and strong analytical skills, both of which are essential in project management. Ultimately, both fields require coordinating multiple tasks, working with diverse teams and operating in a global environment, which makes the transition between them far more natural than it might seem.

OBS: What was your experience of studying online at OBS Business School like? What benefits did virtual learning bring you?

AJJ: I believe that studying at OBS opened doors to professional opportunities that I probably would not have achieved without completing the Master's degree. One of the greatest benefits of the virtual environment was its flexibility, which allowed me to combine my studies with a 40-hour working week without compromising either my professional development or my personal life. Learning to manage time effectively in a digital environment is a key skill today, and this experience helped me improve my organisational abilities and discipline. In addition, the online format allowed me to connect with Spanish-speaking professionals from different countries, enriching not only my learning, but also my understanding of different cultures and ways of working in a globalised environment.

OBS: You currently work as a Global Operations Manager at HP, a benchmark company in the technology sector. Could you tell us about your journey to joining HP?

AJJ: The journey was not easy, but it has certainly been worth it. I believe that when we reach certain milestones in our careers, we feel satisfied with what we have achieved; however, when we look back, we realise that every step required effort and determination. Nine years ago, I left my home country without being fluent in either English or Spanish, which was a major challenge. Nevertheless, trusting in myself and being clear about the challenges I wanted to take on allowed me to move forward with greater confidence. Each experience in the different companies I worked for provided me with key learnings that helped me grow professionally and ultimately reach where I am today.

OBS: You spent almost four years working as Team Manager and Project Lead at Telus International. What challenges did you face when moving from leading a team at Telus International to managing global operations at HP?

AJJ: Leading a team of 30 people at Telus International allowed me to develop not only technical skills, but also key competencies in leadership and people management. Being a leader in this sense helped me to better understand people and their needs. However, one of the biggest challenges when moving

to a global operations role at HP was the change in scale and complexity. I went from a role focused on team management to interacting with companies and senior executives, which was initially quite challenging. Adapting to new dynamics, developing a more strategic vision and learning to communicate effectively with different stakeholders were among the main challenges I faced during this transition.

OBS: Reviewing your LinkedIn profile, we see that you have worked across different sectors. While your most recent experience has been in the technology sector, you have also worked in the food industry, hospitality, transport and logistics, among others. What key learnings have you gained from each of these sectors? Where do you feel you have grown the most as a professional, and why?

AJJ: I would not say that one particular experience has been the one that has contributed the most to my professional growth, as each sector I have worked in has brought something valuable. From selling tonnes of food products to a client in the Congo to representing a company at an international defence event in London, all these experiences have been enriching in different ways. Each one allowed me to learn from different people and contexts. My early roles taught me technical skills related to client management, proformas and legal aspects, while my later experiences helped me better understand human dynamics and the importance of team management. Today, I feel I am in the right place, integrating everything I have learned into my professional practice.

OBS: The gender gap in leadership and in strategic sectors such as technology remains a global challenge. From your perspective as a leader in the sector, what concrete actions do you believe companies can take to close this gap and foster more inclusive leadership?

AJJ: The gender gap in leadership remains a global challenge and, based on my experience in the technology sector, I believe the first step is to provide real opportunities. Selection processes are often influenced by unconscious bias, which limits women's access to leadership roles. That is why it is essential to create an inclusive environment from the ground up, where talent is valued above all else. It is important that we continue to drive change at all levels.

OBS: Given your experience leading multicultural teams, what strategies do you usually apply to manage cultural diversity, ensuring that different perspectives and approaches are leveraged effectively?

AJJ: To manage cultural diversity, I focus on creating an inclusive environment where everyone feels heard and valued. Open communication and mutual respect are essential. To ensure that different perspectives and approaches are used effectively, I encourage collaboration between team members from different

cultures and skills, creating spaces where ideas can be freely shared. I also recognise that diversity of viewpoints enriches the team, which not only improves collaboration, but also enhances the quality of results.

OBS: In 2016, you moved from your native Brazil to the United Kingdom, and in 2019 you relocated again, this time to Spain. What motivated you to leave your country to move to another continent, and what impact did these relocations have on your professional development?

AJJ: What primarily motivated me to move abroad was the opportunity to pursue a Master's degree and improve my English, as I understood that language proficiency was essential for professional advancement. Although I could have stayed in Brazil and continued to progress in my career there, I knew that in order to achieve greater personal and professional growth, I needed a change. Looking back after almost ten years, I realise that every decision and challenge I faced — despite the uncertainty and not knowing whether I would find work in my field with each move — enabled me to grow both professionally and personally. I would not change anything about that journey, as it has led me to where I am today and allowed me to grow in many ways.

OBS: After all the professional achievements you have accomplished over the years, what new goals would you like to pursue in the near future?

AJJ: I want to continue growing without becoming complacent, for example by obtaining PMI Project Management certification and by continuing to seek new professional development opportunities. In the future, I would like to explore roles that allow me to lead multidisciplinary teams on international projects, taking on new challenges and further broadening my professional horizons.

OBS: Finally, what advice would you give to current and prospective students at OBS Business School who are seeking to build a successful professional career?

AJJ: I would advise them to have the courage to follow their dreams and professional aspirations. Rejections encountered along the way should be seen as signs that perhaps it was not the right time. A personal example I like to share is that in 2019 I was rejected during a recruitment process at HP, yet in 2023 I secured a position there — exactly in the area for which my Master's degree at OBS had prepared me. So, pursue your goals, work with dedication and do not give up on what you know you deserve.

Cristina Vigara

Global Account Manager at **LATAM Airlines**
Alumni of the **Global MBA**



“

OBS: To open the interview, we would like you to tell us a little about yourself, Cristina. Please introduce yourself to the OBS Business School community. Who are you and what do you currently do?

CV: My name is Cristina Vigara. I am Spanish by birth and French by adoption, and I have over 25 years of professional experience in the aviation industry, working for leading airlines. My career began at Iberia, and some years later, for personal reasons, I moved to France, where I started a new adventure with another major airline, LATAM Airlines Group, the largest airline in South America.

OBS: After studying at the Complutense University of Madrid, you completed three Master's degrees in quite different fields, such as Marketing and Sales, Personal Development and Entrepreneurship. In 2023, you also started the Global MBA at OBS Business School. You are clearly intellectually curious, but did each programme provide the knowledge you were looking for? How have they been key to your professional development?

CV: Indeed, I am a very curious person, and learning is one of the driving forces in my life, which is why I have pursued training in different fields. Each programme has given me what I needed at that specific moment and, above all, has guided me towards continuing my education. From my perspective, what truly matters is being able to contribute and add value to the organisations I have worked for, helping them improve and grow.

OBS: What was your experience of studying online at OBS Business School like? What benefits did virtual learning offer you?

CV: Due to my work, I travel constantly, so following an on-site programme was extremely difficult with my schedule. That was when I discovered OBS, which was a pioneer in online education and had already fully implemented effective learning methodologies for this format. In addition, the programme was led by a Master's Director who is a benchmark in my professional sector, Joan Barceló. All of this helped me decide to choose OBS — one of the best decisions I have ever made.

OBS: You currently work as Global Account Manager at LATAM Airlines, the leading airline in South America, and previously spent more than 17 years at IBERIA, Spain's internationally recognised airline. How did you first come to work in the aviation sector, to which you have dedicated your entire professional career?

CV: I actually entered the aviation industry by chance. I applied for a position at Iberia because one of my passions is travelling, and Iberia was a major reference for me. I passed the selection process and joined the company, where I was fortunate to work in several different departments. This gave me a broad perspective of the business, and I was supported by leaders who encouraged my professional growth.

OBS: In 2016, you moved your residence to Paris (France), coinciding with your departure from IBERIA and your arrival at LATAM Airlines. What did this double change — of country and company — represent for you?

CV: I have always believed that in life we must be brave and step out of our comfort zone, which is exactly what I did when I moved to France after finishing my time at Iberia. When I arrived in the country, I had an excellent opportunity to join the LATAM Airlines team. It was undoubtedly a significant change, as working for Iberia in its main market, Spain, is very different from working in France with a fully multinational perspective. The strategy and approach change considerably and require a 360-degree vision. Despite this, I did not experience it as something difficult, but rather as an opportunity to grow and learn.

OBS: You are a professional with an exceptional command of languages, being fully fluent in Spanish, English, French and Portuguese. How has being multilingual helped expand your professional opportunities?

CV: I would say it has been indispensable to my professional growth. In fact, this ease with languages and my longstanding interest in them have allowed others to consider me for certain responsibilities at key moments. Who would have imagined that my decision to study French during secondary school — when there were only eight of us in the class and it was an extracurricular subject — would later lead me to live and work in France years afterwards!

OBS: You have extensive experience leading multicultural teams. What strategies do you apply to manage cultural diversity and ensure that different perspectives and approaches are used effectively?

CV: When working with people, the first step is to understand their context and needs, as well as the social and cultural environment of the country in which you are operating. Taking this into account, it is also essential to consider communication styles and ways of building relationships with team members, as well as external factors that may influence these relationships, such as time zones, personalities, working rhythms and cultural patterns. It is crucial to remember that the professional world is made up of people, which is why a genuine desire to support others is essential.

OBS: As a female leader, what practices, sociocultural aspects and/or institutional frameworks do you believe help women develop their full potential as leaders?

CV: Fortunately, I believe we have made significant progress in this area, as we are increasingly seeing more women in leadership positions. Most importantly, there has been a shift in focus: today, we recognise that women add value through their femininity, something that was not always acknowledged in the past, when women often felt they had to adopt more traditionally male behaviours in order to progress professionally.

OBS: What are the next steps in your professional development plan?

CV: I firmly believe that my professional future will continue to be in international roles. After so many years working in this environment, I could not imagine working at a purely local level. I also remain closely connected to OBS through its Alumni activities, and I see other programmes that interest me for the future, as the world is changing very rapidly and we need to continuously develop skills that add value and allow us to adapt quickly to new challenges.

OBS: We are proud to share stories of success, growth and personal achievement from our students, as is the case with you. What advice would you like to share with the OBS community?

CV: I would tell them not to set limits for themselves — knowledge gives you wings and opens doors. International education also allows you to broaden your mindset and gain new perspectives. I would especially encourage everyone to step outside their comfort zone,

as this confronts you with your own limitations and pushes you to overcome them. Without a doubt, this leads to significant professional and personal growth

Borja Fernández

Communication Manager at
Novo Nordisk España

Alumni of the **Máster in Corporate Communication**



“

OBS: **Borja, please introduce yourself to the OBS Business School community. Could you briefly tell us who you are and what you currently do?**

BF: My name is Borja Fernández. I was born in Asturias, which I carry in my heart, and I have been adopted by Madrid, which has now become my home and that of my family. I am very happy living in this wonderful city and enjoying it every day. I return to Asturias whenever I can, and who knows — perhaps I already have some plans in mind for retirement. From a professional perspective, I specialise in corporate communications, advertising and events, and I have over 14 years of experience working both in agencies and on the client side across different industries. I currently work for Novo Nordisk Spain as Head of Corporate Communications (internal and external). Novo Nordisk is a leading pharmaceutical company in the treatment of diabetes and obesity, among other chronic diseases, with more than 77,000 employees and commercial presence in over 170 countries.

OBS: **According to your LinkedIn profile, your first academic degree was in Tourism and Hotel Management. However, in 2015 you**

started the Master's Degree in Corporate Communication Management at OBS Business School, clearly committing to developing your career in the communications field. What led you to redirect your professional path?

BF: My academic interests had always been rooted in corporate communication: making brands and their products visible and ensuring they enjoy a strong reputation. Unfortunately, for personal reasons, I did not have the opportunity to study abroad, and the degree in Advertising and Public Relations was not offered at the University of Oviedo. As a result, I decided to pursue another of my passions: hotel management. After graduating, I spent three years working in the industry at an international level, until I realised that, although things were going well, I did not want to continue down that path, as I saw my future firmly linked to communication. I left everything behind to complete a Master's degree in Madrid, redirect my career and set new goals. A brilliant decision — it turned out to be absolutely the right one. What I take away from this experience is the importance of pursuing your true interests and training in what genuinely captures your attention, motivates you and sparks something within you (this last point is crucial). Working life can be extremely rewarding when you dedicate yourself to what you truly enjoy and manage to turn your profession into your passion.

OBS: **Your early professional experience was focused on the hospitality industry, particularly with two of the world's leading hotel chains, Hilton and Ritz-Carlton. First jobs are often emotionally significant and tend to shape us. What lessons from that stage have stayed with you throughout your professional development?**

BF: I spent three wonderful and enjoyable years in the hospitality industry. I was extremely fortunate to work for two prestigious American hotel chains with strong international reputations: Ritz-Carlton and Hilton. I have very fond memories of those early years. First experiences always leave a mark, and who I am today is undoubtedly influenced, in part, by that period. It was a unique opportunity to work with people from different nationalities, cultures and ways of thinking. It also allowed me to significantly improve my English in a professional environment and, most importantly, to truly understand the customer — the value of active listening in being proactive, strategic and exceeding expectations. This experience proved incredibly valuable in my later roles within multinational companies across different industries.

OBS: **In 2013, you began working at Samsung Iberia, initially as Events and PR Campaigns Manager and later as Internal Communications Coordinator, which enabled you to experience both sides of communication within a major corporation. What was the greatest challenge when moving from a more external-facing role to one focused on internal communication?**

BF: My time at Samsung marked a turning point in my

professional career. I often say that this was where I truly grew up professionally. It was an exceptional learning environment. I learned from the very best and was fortunate enough to experience one of the company's periods of greatest growth and media exposure — we were in the news every single day of the year. Technically, I did not move from external to internal communication, as we were all part of the same corporate communications department, with different specialists within the team. Over the six years I worked there and held various roles, I eventually had the opportunity to professionalise the internal communications discipline and build a team from scratch — with everything that entails. At that point, I began to realise that the line between internal and external communication was becoming increasingly blurred. Understanding the external side became a clear differentiator, as it allowed me to align interests and objectives more effectively. The biggest challenge during that stage was educating internal stakeholders — mainly senior management — about the value and function of internal communication. At the time, it was a relatively marginal area that we had to shape, structure and elevate.

OBS: **During your time at Cabify, you created the global internal communications function and led a project that enabled the company to develop a more centralised and participative communications model, connecting local and global teams through a single digital platform. This project was recognised by the Internal Communication and Corporate Identity Observatory at the 13th Best Practices in Internal Communication Awards, in the category of Best Internal Communication Tool. How can consistency in the corporate message be ensured across different cultures and local contexts?**

BF: My time at Cabify was incredible. It is a fast-growing, technology-driven company that has been — and continues to be — a transformative force in the mobility sector. Once again, we had the opportunity to build the corporate communications department (both internal and external) from the ground up, this time on a global scale. The award you mention recognised a digital, disruptive and flexible model that adapted to the company's reality and to the different countries in which we operated. In my view, consistency across organisational layers and countries is achieved by actively listening, respecting and understanding the local realities of employees. They know their markets and target audiences better than anyone else. From a global role, rather than imposing and controlling, it is crucial to support, equip and enable local teams. They need to feel part of the organisation, be involved in decision-making, have a voice, and be given the freedom to adapt the corporate narrative to their local context.

OBS: **You are currently Corporate Communications Manager at Novo Nordisk Spain, a Danish pharmaceutical company with more than 65,000 employees and commercial operations in 179 countries. Do communication challenges vary**

by sector, for example between technology companies and pharmaceutical organisations?

BF: That's right — I am currently Corporate Communications Manager at Novo Nordisk Spain. In this role, which reports directly to General Management, I am primarily responsible for leading the internal communications strategy — focused on our employees — as well as corporate communications, centred on brand reputation and our commitment to sustainability, and executive communications, advising our leadership team on their public engagements. Every sector and industry has its own differences, priorities and nuances that shape the communications agenda. The technology and pharmaceutical sectors are undoubtedly very different, which means communications professionals must be agile in adapting their strategies accordingly. While each company has its own business and people priorities, individual culture and purpose, there are common elements in our work. On the one hand, we are always responsible for building and protecting corporate reputation among our stakeholders. Internally, we must ensure that employees choose us every day, fostering pride in belonging to the brand, its culture and values.

OBS: **What are the next steps in your career plan?**

BF: Our profession is one of continuous learning. What we did 10 or 15 years ago is no longer relevant, and what we will be doing in five or ten years will undoubtedly be different. Ongoing learning and development are essential to avoid falling behind and to continue adding value to the organisation and the business. Beyond that, I do not have a fixed plan. I have always tried to remain attentive to the opportunities that arise around me and to embrace them when I feel they will help me continue growing professionally. What I am certain about is that I will continue working to elevate the value of corporate communications, demonstrate its strategic impact on business and reputation, and secure its place at executive committee level. Holding one of those seats someday would certainly not be a bad goal.

OBS: **Finally, from your perspective after many years of professional growth and success, what advice would you offer to members of our community who are reading your words?**

BF: Hard work, dedication and passion for what I do have brought me to where I am today. For me, it is essential to put effort and passion into everything you do. When you approach your work with passion, it shows, it is transmitted, and it has a positive impact on others. From that foundation, results usually follow — sooner or later. Patience is another great virtue for communication professionals. However, above all the advice I could offer, there is one I would always emphasise: the first step to being a great professional is being a good person. This is fundamental.

08

Committed to the planet

8.1
Green Week
2025

8.2
OBS Impact
Scholarships



Green Week 2025



**ACADEMICS, EXPERTS
AND INDUSTRY
PROFESSIONALS
CAME TOGETHER AT
THE ONLINE SESSIONS
OF THE THIRD
EDITION OF GREEN
WEEK, ORGANISED
BY OBS BUSINESS
SCHOOL AND HELD
FOR THE FIRST TIME
IN COLLABORATION
WITH UNIVERSITAT
CARLEMANY
ON 15 AND 16
OCTOBER 2025.**



From the SDGs to local action: how communities and businesses are driving sustainability

During the first day, researcher and professor of social and cultural anthropology **Rut Abad Mijarra** presented the **OBS Report on Social Development**, which analyses the evolution of Human Rights and the **Sustainable Development Goals (SDGs)**, placing particular emphasis on their integration and on the “5 Ps”: People, Planet, Prosperity, Peace and Participation. The expert also reflected on the digital and technological revolution, the role of the media in global conflicts, and the growing need to **guarantee health security and decent living conditions in the aftermath of the COVID-19 pandemic**.

Following the presentation of the report, **WWF Colombia** issued a call to action by presenting the campaign “Symbolically Adopt a Species”, an initiative aimed at protecting endangered animals. This was followed by a round-table discussion entitled **“Convergences for Change: Business, Society and the Environment in Social Development”**. The panel brought together **Joel R. Veiga Schmitz**, Researcher at the Complutense University of Madrid and Professor at OBS Business School; **Dr Luz Stella Velásquez Barrero**, President of the Biopolis Internacional Foundation and Coordinator of the Ibero-American Network of Urban Environmental Studies; and **Maribel Lozano Rojas**, founder of Salvatierra.co, doctoral candidate in Sustainability at the Polytechnic University of Catalonia, and Applied Specialist in Artificial Intelligence and Agri-food Systems.

Within the framework of the discussion, participants reflected on how innovation can emerge in times of crisis and how interdisciplinarity acts as a true driver of change. As Lozano noted, “It is essential to explore, understand and actively participate in solutions rooted in local knowledge and experience.”

The speakers agreed on the **importance of defining shared objectives that lead towards comprehensive social development, highlighting the essential role of communities, which often assume responsibilities in areas where the State does not reach**. It was also emphasised that, in the face of current social and environmental challenges, **companies play a key role in how they educate and raise awareness among end consumers**.

Finally, the potential of artificial intelligence was underlined as a tool to facilitate the transition towards regenerative agricultural models, promoting more efficient and inclusive sustainability.

At the end of the day, attendees enjoyed the screening of the short film “Paramunas”, presented by Suncine — a production that tells the story of how a remarkable group of women in the Sumapaz and Chingaza páramos are leading a decisive fight against climate change.

Education, technology and businesses united for sustainable development

Throughout the second day, hosted by the **Rector of Universitat Carlemany, Dr Helena Prieto**, the role of education and technology as tools for social transformation was highlighted.

During the session, **Dr Rodrigo Ramírez Pisco** presented his **Report on Education, Artificial Intelligence and Sustainability**, addressing the impact of digitalisation on education and the need to promote the responsible use of artificial intelligence.

The event also featured the round-table discussion **“Reinventing Education for Sustainable Development: Perspectives from Technology, University and Business”**, with the participation of **Dr Jone Vicente Urrutia**, Academic Director at Nex-ia; **Dr Carolina Quirós**, from the Department of Research Methods and Diagnosis in Education at the University of Barcelona; and **Pelayo Bolívar Rodríguez**, Founder and Managing Director of Gurban Agricultura Sostenible and member of Savinco Social Finance.

The experts agreed on the **importance of integrating education, technology and corporate commitment in order to generate a positive impact on territories and communities**.

Green Week 2025 concluded by reaffirming that sustainability is a holistic process that combines social, economic and environmental dimensions. The sessions clearly demonstrated that education, technological innovation and territorial action are key tools for building a fairer, more equitable and more sustainable future.



OBS Impact Scholarships

**LAYING THE FOUNDATIONS
FOR A SUSTAINABLE FUTURE.**

In a world where the actions of individuals, companies and institutions have an increasingly significant impact on our environment, it is essential to take responsibility for managing this impact in a conscious and sustainable way.

At OBS, we firmly believe that every individual has the potential to contribute to a better future. For this reason, one of our main objectives is to bring corporate social responsibility closer to our students, fostering **conscious talent and responsible leadership**.

With this purpose in mind, we have launched the **OBS Impact Scholarships**, an exclusive programme for students that offers **three scholarships covering 100% of the master's tuition fees**. This initiative, designed for students who wish to generate a positive impact on society, also provides participants with an outstanding opportunity for personal and professional development, as well as the chance to implement their initiatives in the real world.



2025 Edition Winners

#1

**not a Brand,
a passion**

Natalia Cárdenas

Global MBA

#2

WeAble

María Inés Ferrari

Master in International Business Law

#3

A mar Colombia

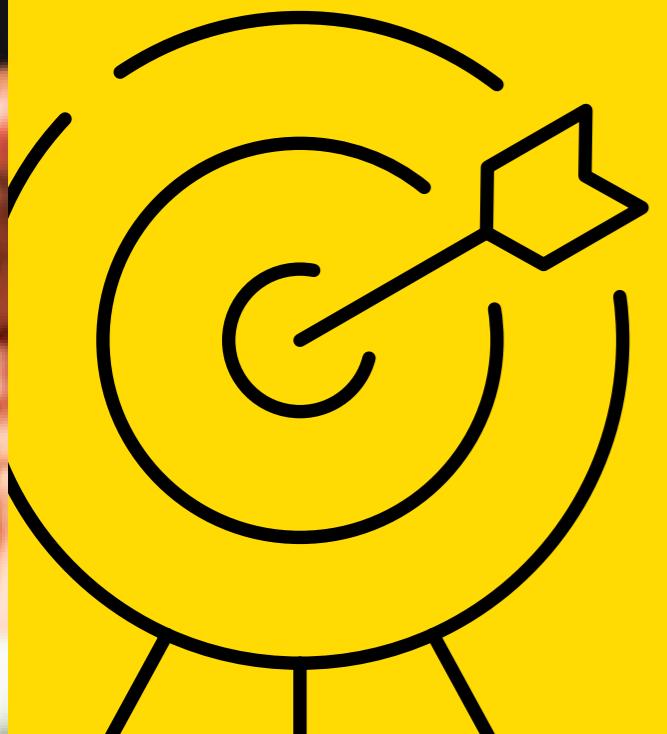
Betsy Riatiga

Master in Digital Marketing, E-commerce and Artificial Intelligence

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